



SRH Berlin University of Applied Sciences –

Annual Report on Scientific and Artistic Activities 2023

Berlin School of Management

Berlin School of Technology

Dresden School of Management

Berlin School of Popular Arts

Berlin School of Design and Communication

SRH Campus Hamburg

March 2024

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1 Introduction

The current annual report summarizes the scientific accomplishments of professors and research associates across the six SRH schools in 2023: the Berlin School of Management, the Berlin School of Technology, the Dresden School of Management, the Berlin School of Popular Arts, and the Berlin School of Design and Communication, along with the SRH Campus Hamburg.

In this report, we initially provide an outline of notable events at each school during 2023, highlighting research workshops, conferences, and expert presentations by SRH researchers. Regarding research highlights at the SRH Berlin University of Applied Sciences in 2023, notable achievements include advancements in fields such as creativity, innovation, and entrepreneurship (Research Cluster 1), modern work practices and collaboration (Research Cluster 2), and future technologies and sustainability (Research Cluster 3). Moreover, breakthroughs in interdisciplinary research collaborations and impactful contributions to societal challenges further underscore the university's commitment to cutting-edge research and academic excellence.

After presenting research and artistic highlights, we present the research profile of the SRH Berlin University of Applied Sciences, featuring the university's research approach, third-party funded projects, and research institutes. Additionally, we present the Ethics Committee, the recipient of the 2023 research award, and the current lighthouse projects.

Following this, the subsequent section introduces the profiles of professors and research associates at all six schools. Concluding the research report, we present an overview of the research and creative publications and activities of professors and research associates at the SRH Berlin University of Applied Sciences, published in 2023. Overall, 2023 has proven to be a successful year for the SRH Berlin University of Applied Sciences, marked by 18 third-party funded projects and over 80 publications.

2 School Highlights

2.1 Highlights at the Berlin School of Management

Special publication achievements of professors/research associates

Becker, T. (2023). Supply chain strategies in the VUCA world. *Journal of Supply Chain Management, Logistics and Procurement*, 5(4), 372-389.

Becker, T. (2023). Improving the SCOR model: Is the new SCOR Digital Standard a better process reference model? *Journal of Supply Chain Management, Logistics and Procurement*, 6(2), 155-167.

Bünthe, C. (2023). *So geht Digital Marketing - Tools, Tipps und Trends für die Praxis*. Springer Gabler. ISBN 978-3-658-42201-1.

Michalik, N. M., & Schermuly, C. C. (2023). Online, offline, or both? The importance of coaching format for side effects in business coaching. Advanced online. *Journal of Managerial Psychology*. <https://doi.org/10.1108/JMP-01-2023-0068>.

Michalik, N. M., & Schermuly, C. C. (2023). Is technostress stressing coaches out? The relevance of technostress to coaches' emotional exhaustion and coaches' perception of coaching success. *Coaching: An International Journal of Theory, Research and Practice*, 16 (2), 155-172. <https://doi.org/10.1080/17521882.2022.2128386>

Drazic, I., Schermuly, C. C., & Büsch, V. (2023). Empowered to Stay Active: Psychological Empowerment, Retirement Timing, and Later Life Work. *Journal of Adult Development*. <https://doi.org/10.1007/s10804-023-09453-8>

Augner, T. & Schermuly, C. C. (2023). Agile project management and emotional exhaustion: A moderated mediation process. *Project Management Journal*. <https://doi.org/10.1177/87569728231151930>

Koch, J., Drazic, I., & Schermuly, C. C. (2023). The affective, behavioral, and cognitive outcomes of agile project management: A preliminary meta-analysis. *Journal of Occupational and Organizational Psychology*, 96, 678-706. <https://doi.org/10.1111/joop.12429>

Luzak, J., Wulf, A. J., Seizov, O., Loos, M. and Junuzović, M. (2023). The ABC of Online Consumer Disclosure Duties. Improving Transparency and Legal Certainty in Europe. *Journal of Consumer Policy*.

Ternès, A. (2023). *Los, jetzt: Nachhaltig führen = Zukunft gewinnen*. Haufe.

Other special achievements

Prof. Dr. Torsten Becker:

- Subject matter expert for MIT Sustainability program
- Editor for Research & Development Journal
- 17.11.2023 Using low code process automation for accelerating digital transformation, Global Supply Chain Summit, Berlin,
- 8.11.2023 Digital strategies for supply chain success, Supply Chain Management Strategies Summit, München 31.3.2023

- Managing Global Supply Chain Risks in Complex Systems, Global Supply Chain & Logistics Summit, Amsterdam

Prof. Dr. Claudia Bünte

- OmFinCon-Konferenz (<https://lnkd.in/eGG4UT6p>) von financeAds DACH in Berlin
- Country Risk Conference von Coface in Vienna (<https://lnkd.in/eAsXDcfh>)
- International Advertising Association-Generalversammlung in Zürich (<https://lnkd.in/eMCPzZSE>)

Prof. Dr. Carsten Schermuly:

- Elected to the 40 leading minds in Human Resources
- AOW Conference in Kassel - Leader of a symposium on new developments in coaching

Prof. Dr. Christina Stecker

- Chair „Innovationswerkstatt – Innovative Modelle und Konzepte aus dem Bundesprogramm 'rehapro'", 32. Rehabilitationswissenschaftliches Kolloquium, Deutscher Kongress für Rehabilitationsforschung „Veränderungskultur fördern – Teilhabe stärken – Zukunft gestalten“, Deutsche Rentenversicherung Bund, Deutsche Gesellschaft für Rehabilitationswissenschaften (DGRW), 22. Februar 2023, Hannover.
- Mitorganisatorin ab-c[®] Laboratorium 2023 „Vom Fördermodell zum Haus der Arbeitsfähigkeit“, Arbeitsbewältigungs-Coaching (ab-c[®]), Online-Veranstaltung, 28. September 2023.

Prof. Dr. Ian Towers

- Precarity in television comedies: Giving up, fighting back, opting out. Cinematic Precarity Research Network, Exeter.
- Incorporating Sustainability in Teaching Human Resource Management. European Symposium on Sustainability in Business Education, Research and Practice, Liverpool.
- Implementing Sustainable HRM. SRH Sustainability Congress, Heidelberg.

Prof. Dr. Alexander Wulf

- Annual Meeting of the German Law and Economics Association in Budapest. Presentation on the topic: "The Regulation of Electricity Supply Contracts: Maximising Incentives for Demand Response from Households to Support Germany's Energy Transition".

Prof. Dr. Jacek Welc:

- Guest lecture under COIL collaboration "Capital Markets in Continental Europe: Similarities, Differences and Challenges", BSM, May 2023
- Guest lectures at University of the Basque Country, September 2023

2.2 Highlights at the Berlin School of Technology

Special publication achievements of professors/research associates

Bassey, U., Sarquah, K., Hartmann, M., Tom, A., Beck, G., Antwi, E., Narra, S., & Nelles, M. (2023). Thermal treatment options for single-use, multilayered and composite waste plastics in Africa. *Energy*, 270, 126872. <https://doi.org/10.1016/j.energy.2023.126872>

Choi, B., Domínguez, B., D'Souza, A., Khadse, H., Kunkel, A., Nagarajan, S., Necke, T., Peche, R., Revello, M., Rossa, J., Sauer, F., Huyer, S., Schulz, O., Vorwerg, S., Walls, C., Wickleder, M., & Beck, G. (2023). Sustainable recycling process for tantalum recovery from printed circuit boards. *Resources, Conservation and Recycling*, 198. <https://doi.org/10.1016/j.resconrec.2023.107201>

- Gavali, O. R., **Hartmann, M., Rafajlovski, G.**, & Freitag, C. (2023). Generalized overview of go-to-market concept for smart manufacturing. *International Research Journal of Engineering and Technology (IRJET)*, 10(12). <https://doi.org/10.3390/en16010200>
- Khadija, S.**, Narra, S., **Beck, G., Bassey, U.**, Antwi, E., **Hartmann, M.**, Sarfo, N., Derkyi, A., Awafo, E. A., & Nelles, M. (2023). Characterization of municipal solid waste and assessment of its potential for refuse-derived fuel (RDF) valorization. *Energies*, 16(1), 200. <https://doi.org/10.3390/en16010200>
- Schwarz, K.**, Aranda, D. A., & **Hartmann, M.** (2023). Towards Automated Situational Awareness Reporting for Disaster Management—A Case Study. *Sustainability*, 15(10), 7968. <https://doi.org/10.3390/su15107968>
- Walls, C., Choi, B.-K.**, Putri, A.R.K., **Bernal-Osorio, A., D'Souza, A., Khadse, H.**, Ghori, M., Rossa, J., Varute, S., & **Beck, G.** (2023). Recycling of metallized plastic as a case study for a continuous sustainability improvement process. *Sustainability*, 15, 14737. <https://doi.org/10.3390/su152014737>
- Walls, C.**, Putri, A.R.K., & **Beck, G.** (2023). Material flow cost accounting as a resource-saving tool for emerging recycling technologies. *Clean Technologies*, 5, 652-674. <https://doi.org/10.3390/cleantechnol5020033>

Hosted conferences/workshops/expert talks

7 - 24 June 2023: Solar Summer School at SRH, design and installation of photovoltaic on and off-grid systems, understanding of capacity-building in major solar markets, expand your professional and personal network, organized by Matthias Raab and Prof. Dr. Michael Hartmann.

November 2023: The DGM "Sustainability and Life Cycle Modelling Training Workshop" and two technical committee meetings of the DGM technical committee "Circular Materials", organized by Prof. Dr. Gesa Beck.

December 2023: The Symposium "Interdisciplinary Education for Sustainable Development", organized by Prof. Dr. Gesa Beck.

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

Colloquium of the Berlin School of Technology at SRH Berlin University of Applied Science, every second Wednesday per month, organized by Prof. Dr. Gesa Beck.

June 14, 2023: A one-day workshop entitled "SRH Student Vertical Experience Day by Dronemasters Academy in Cooperation with SRH School of Technology", 30 participants, organized by Prof. Dr. Arno Fischer (lecturer at BST) in cooperation with DroneMasters Academy.

July 21, 2023: First Student Scientific Symposium and Graduate Meetings of the Berlin School of Technology, Berlin, at SRH Berlin, organized by Prof. Dr. Osvaldo Romero.

September 2023: Excursions to the regional drinking water provider Thüringen Fernwasser and to the energy provider Vattenfall's hydropower with SRH students and staff organized by Prof. Arno Fischer.

December 2023: "Symposium | Interdisciplinary Education for Sustainable Development", organized by Prof. Arno Fischer.

November 1, 2023: Small Conference entitled "Steam Up Education" at the Startup Lab, 50 participants, organized by Prof. Dr. Arno Fischer in cooperation with DroneMasters Academy.

Other special achievements of professors/research associates

Prof. Dr. Gesa Beck:

- Managing Guest Editor of the Elsevier Journals "Resources, Conversation and Recycling", Special Issues "Materials Science and Engineering for Circularity: Challenges, Strategies and Solution"
- Member of the Scientific Committee for the FEMS-EUROMAT international conference 2023
- Reviewer for Volkswagenstiftung, DFG and EU
- Monitor for EU (4 Projects in the call HORIZON-CLA-2021-RESILIENCE-01-12)
- Audience Award, Startup-Grenke-Festival 2023 for ABCircular GmbH, Berlin.

Prof. Dr. Osvaldo Romero:

- A model for the integration of renewable energy and agriculture was developed for rural regions with an impact on a circular and green economy, which contributes to local rural development. This model has broad prospects for implementation in rural communities, and even more so in developing countries. The results of this model were presented at the Tropentag event in Berlin and are scheduled to be presented at the global food safety conference in Leuven, Belgium, as well as in the congress Universidad 2024 in Havana, Cuba.
- A course was created on the green and circular economy through the integration of renewable energy and agriculture, which was taught at two universities in Ghana and extracurricular at the BST.

Thomas Pfeiffer:

- SRH students are already during their studies contributing to Climatic and materialistic sustainability in reducing in the industrial CO₂ Footprint as well as recycling of material as the internships of three SRH students demonstrated, which is why the question arises how much more graduates are going to contribute to a moderate climate.
- This in turn renders SRH's teaching more sustainable, since the methodologies and experiences of SRH students are going to be applied. Given that about half of the graduates stay in Germany, this is sustaining the economic development. However, those graduates that return continue contributing to their home countries developing sustainably too.

Marta Revello:

- Best poster award at FEMS EUROMAT 2023 for area H: Materials for circularity & sustainability for Comparison of End-of-Life and production waste of NMC111 cathode materials of batteries in an electrochemical process (poster presentation), Frankfurt, September 2023.
- 3rd place in the First Student Scientific Symposium and Graduate Meetings of the Berlin School of Technology organized by Prof. Dr. Osvaldo Romero, Berlin, July 21, 2023.

Alan D'Souza

- 2nd place at First Student Scientific Symposium and Graduate Meetings of the Berlin School of Technology organized by Prof. Dr. Osvaldo Romero, Berlin, July 21, 2023, at SRH Berlin.

Caitlin Walls:

- First place in the First Student Scientific Symposium and Graduate Meetings of the Berlin School of Technology organized by Prof. Dr. Osvaldo Romero, Berlin, July 21, 2023.

2.3 Highlights at the Dresden School of Management

Special publication achievements of professors/research associates

Bohne, H. (Ed.). (2023). *Arbeitswelt Hotellerie: Erfolgreiche Fachkräftegewinnung, kooperative Führungskultur und nachhaltige Personalentwicklung*. Erich Schmidt Verlag.

Kahle, U., Rammer, S., Schmidt, S., & Kretzschmar, K. (Eds.). (2023). *Die Geschichte der Sozialen Arbeit in Dresden und Umgebung*. Dresden School of Management.

Hosted conferences/workshops/expert talks

February 2, 2023: As part of the preparations for the Special Olympics World Games 2023 in Berlin in June, the second network meeting in the Host Town / LIVE program took place at the DSM campus on the initiative of Prof. Dr. Kahle.

March 13, 2023: We welcomed a delegation of Uzbek hoteliers to our Dresden campus. Following a visit to the ITB, the aim of the university visit was to provide information on qualification opportunities in the hospitality sector. On the other hand, cooperation opportunities in the context of teaching or internships were discussed. We would like to thank all guests for the interesting exchange.

March 23, 2023: Panorama Debates: "Sustainability and Risk Management: Resilience" – Webinar organized by Prof. Dr. Soleimani Zoghi and Uluslararası İlişkiler Konseyi'nin (UIK) https://www.youtube.com/watch?v=6Khc6_dXfQ4

May 8, 2023: In a workshop as part of the social work degree program that four students from a higher semester had developed for pupils, the discourse dealt with "queer people". The workshop was successfully implemented twice and provided an opportunity for students from higher semesters to train students from younger semesters.

Juli 5, 2023: The DEHOGA Sachsen e.V. industry get-together took place for the first time at the SRH Dresden School of Management. With student presentations on digitalization in the hotel industry, including AI and robots, as well as a discussion on break times in the industry, the event offered a platform for exchange and networking. 62 participants, including students, lecturers and industry representatives, took part. The Workshop was organized by Prof. Dr. Matthias Straub.

August 28, 2023: As part of the Hotel Operations course, which is taught by a guest lecturer from Ukraine, Dr. Kateryna Fedosova, 3 Zoom lectures were held by business representatives and professors from European universities: Chef Max Zorin from Paris, Prof. Dr. Mihaela Lazovic and Ilona Remigailo (manager of the Palace del Mar and Green Park Hotel in Ukraine).

August 2023: Presentation by Prof. Dr. Stolz-Römmermann entitled "Perception of Sustainable Issues in Hotel Staying by Generation Z: A Kano Perspective" at the International Conference on Sustainable Tourism Management, Kopenhagen.

October 2023: Workshop by Prof. Dr. Soleimani Zoghi on "Practice of Research Workshop on Risk Management in Hospitality", at the European Council on Hotel, Restaurant & Institutional Education (EuroCHRIE), Vienna, Austria.

November 24, 2023: Markus Luthe, CEO of the German Hotel Association and President of Hotelstars Europe, was invited by Prof Dr Hartwig Bohne gave a guest lecture on the topic of "Hotels in Europe: shining stars, expanding brands, and regulated market structures". This lecture was part of the "Global Hospitality Management- Effects and Environments" course.

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

October 12, 2023: The Dresden School of Management was part of the nationwide "Shift Change" campaign day organized by the Federal Association of Workshops for Disabled People (BAG WfbM). Study advisor Anika Geringswald swapped jobs with Lukas from the DRK Werkstätten Meissen for a day. While Anika helped out in assembly in Meissen, Lukas supported us in Dresden with event preparation and social media.

April 6-17, 2023: ERASMUS- Teaching mobility- Bahcesehir University (BAU), Istanbul, Turkey, by Prof. Dr. Soleimani Zoghi.

Further projects and activities

Project: Reusables in the Hotel Industry

Reusables can make an important contribution to the improvement of businesses' environmental balances. Based on consumer and provider surveys, expert interviews, and a participative workshop, this project's aim was to provide empirical data to shed light on the current use of reusable packaging, its potential, but also the challenges associated with its implementation in the hotel industry. Informed by the empirical results, a scenario for systemic change for the hotel industry was developed, and concrete recommendations for key stakeholders were formulated. The project, funded by WWF Deutschland and led by Prof. Dr. Hannes Antonschmidt, was conducted from June to December 2023.

Excursion: GHM goes to Prague

Students of the study program Global Hospitality Management visited Prague where they met the Director of ave hotels and almanac hotels. The students gained a comprehensive impression of the market, different brands and types of operation.

Other special achievements of professors/research associates

This year, three of our professors, Prof. Dr. Bohne, Prof. Dr. Zoghi, and Prof. Dr. Antonschmidt, represented the SRH Dresden School of Management at EuroChrie 2023, one of the most renowned conferences for hospitality and tourism in Europe.

2.4 Highlights at the Berlin School of Popular Arts

Special *research* publication achievements of professors/research associates

Beuthner, M., Ulbrich, K., Leschzyk, D. K., Brand, F., Will, A., & Schulze, A. (2023). Multimodale Wissenschaftskommunikation in einer interaktiven Ausstellung. In D. Lengyel, & A. Bienert (Hrsg.), *Konferenzband 27. Berliner Veranstaltung der internationalen EVA-Serie, Electronic Media and Visual Arts* (S. 167 – 175). BTU Brandenburgische Technische Universität Cottbus-Senftenberg, Staatliche Museen zu Berlin - Preußischer Kulturbesitz, Deutsches Zentrum für Luft- und Raumfahrt e.V.

- Schulze A., Brand, F., Leschzyk, D.K., **Beuthner, M.**, Biegert, A., Bomnüter, U., Boy, B., Bucher, H.-J., Frau, R., Hubig, M., Löffelholz, M., Mayer, J., Pliquet, C., Radechovsky, J. Schleicher, K., & Ulbrich, K. (2023). Optimierung der Risiko- und Krisenkommunikation von Regierungen, Behörden und Organisationen der Gesundheitssicherung – Herausforderungen in langanhaltenden Krisen am Beispiel der COVID-19-Pandemie. *Bundesgesundheitsblatt – Gesundheitsforschung – Gesundheitsschutz*, 66, 930–939.
- Biehl, B.** (2023). *Gender und Leadership. Führung jenseits der Geschlechterklischees*. Wiesbaden: Springer. (Reihe: „SDG – Forschung, Konzepte, Lösungsansätze zur Nachhaltigkeit“)
- Biehl, B.** & Schönfeld, K. (2023). Writing differently with film: An animated video on gender, language and leadership. *Gender, Work & Organization* 30(5): 1611-1630.
- Biehl, B.** & Satama, S. (2023). Popular culture and leadership. In Schedlitzki, D., Larsson, M., Carroll, B., Bligh, M. & Epitropaki, O. (Hg.) *The SAGE Handbook of Leadership* 2nd ed., 418-432. London: Sage.
- Bisges, M.** (2023). Handbuch des Veranstaltungsrechts, 2. Auflage, 2023, 871 S., Herausgeber und Mitautor
- Girgensohn, K.** (2023). Flickers of Hidden Meaning – Braiding Essays as Creative Experience for Academic Writers. *Journal of Academic Writing*, 13(2), 66–72.
- Girgensohn, K.** (2023). Kollaboratives Schreiben. In S. Herfurth & E. Kaufholz-Soldat (Eds.), *utb MINT/Schlüsselkompetenzen: Vol. 5951. Wissenschaftliches Schreiben in den MINT-Fächern: Der Schreibratgeber für alle Texte im Studium* (pp. 182–194). expert verlag.
- Sennewald, N.** (2023). Kreativität, fachliches Lernen und Schreiben: Ein theoretischer Einblick zur didaktischen Verwendung. In D. Ammann, E. Altorfer, G. Bürki, A. Rickert (Eds.), *Wissenschaftlich erzählen – literarisch überzeugen. Kreativ schreiben in der Hochschule* (pp. 52–64). hep Verlag.
- Sennewald, N.** (2023). Planen, Springen, Drauflosschreiben. Schreibstrategien im Studium. In S. Herfurth, E. Kaufholz-Soldat (Eds.), *Wissenschaftliches Schreiben in den MINT-Fächern* (pp. 115 – 124). UTB expert verlag.
- Starcke, K.**, Lüders, F.G. & **von Georgi, R.** (2023). Craving for music increases after music listening and is related to earworms and personality. *Psychology of Music*. <https://doi.org/10.1177/03057356231212401>
- Starcke, K.** & **von Georgi R.** (2023). Music listening according to the iso principle modulates affective state. *Musicae Scientiae*. <https://doi.org/10.1177/10298649231175029>.
- Prell, R. & **Starcke, K.** (2023). Adding fuel to the fire: The impact of stress on decision-making in dilemmas among emergency service personnel. *European Review of Applied Psychology*, 73. <https://doi.org/10.1016/j.erap.2023.100872>.

Special artistic publication achievements of professors/research associates

Lingnau, R. et al. (2023). "Music Production in a Nutshell" – Six episodes of video tutorials on music production with a duration of approximately one hour each as well as a library of native African percussion sounds, accompanied by on-location video shootings, for public use as a collaborative outcome of our DAAD-Project "SESDH" in cooperation with the University of Dar es Salaam, Tanzania.

Robert Keßler Trio:

Orania Berlin: 28.1.2023

Parstein Musikfestival: 24.6.2023

Jazzfest Kassel 28.10.2023

Bandorf, C.-D.: Coaching for Concert w/ NEW YORK VOICES. BAVARIAN FIRST HERD Landesjugendjazzorchester Bayern, Marktoberdorf (D).

Secara, M.: Concert Productions at Theater der Wühlmäuse, Konzerthaus am Gendarmenmarkt, Deutsche Oper, Wintergarten Varieté.

Hosted conferences/workshops/expert talks

Beuthner, M., Schulze, A., & Will, A. (2023). *Multimodal Science Communication in an Interactive Exhibition*. Panel presentation on the international Conference Electronic Media and Visual Arts (EVA-Berlin), 30th of November 2023, Kulturforum Berlin.

Bomnüter, U., **Beuthner, M.,** Pliquet, C., & Ulbrich, K. (2023). *Sensemaking and Trust in Times of Crises: Journalistic Communication during the COVID-19 Pandemic*, panel presentation on the 20. European Media Management Association Conference 2023 (emma 2023), June 7. – 9. 2023, University of Navarra, Pamplona (Spain).

Beuthner, M., (2023). *#Krisenalltag – Kommunikation in der Pandemie/ #Everyday Crisis – Communication in the Pandemic*. Main and responsible organizer, curator, content creator and presenter of the exhibition, 13th of July – 15th of October 2023, Museum of Communication, Berlin.

Beuthner, M., (2023). *Meet the Scientists: Risks, crises, communication. How security research contributes to the resilience of society*. Exhibition and discussion with scientists from the Federal Institute for Risk Assessment, Bielefeld University, the Disaster Research Center (KFS) at the Free University of Berlin, the German Red Cross and the German Institute of Urban Affairs. 10. October 2023, Museum for Communication, Berlin.

Biehl, B. (2023) *Gender at work: Learning leadership lessons from the Kardashians*, 39th EGOS (European Group for Organizational Studies) colloquium, University of Cagliari, Sardinia, 6.7.

Biehl, B. (2023) *Teaching differently with film: Queering the business school pedagogy*. GWO Gender, Work & Organization 13th International Interdisciplinary Conference: Marginalized gender identities – How can intellectual activism transform work and organization, Stellenbosch University, South Africa, 28.6.

Roth, L. (2023): *On Scene. Cooperation and Exhibition with Internationale Filmfestspiele Berlin (Berlinale)*.

Schüssler, T., **Schipanski, A.,** & **von Georgi, R.** (2023). *Musikselektion im Alltag: Eine Replikationsstudie und faktorielle Neukonzeptualisierung der musikbezogenen Kontrollüberzeugung im deutschen Sprachraum*. Jahrestagung der Deutschen Gesellschaft für Psychologie (DGM), Hannover: 08. bis 10. September

Schipanski, A. (2023c). *Leadership der Zukunft: Führungskompetenzen für eine innovative Arbeitsplatz- und Führungskultur*. Vortrag im Rahmen des She Means Netzwerkes am 4. Mai 2023

Schipanski, A. (2023). *Netzwerke(N) für Erfolg und Wachstum: Verbindungen, Karriereentwicklung und persönliches Wachstum in der Arbeitswelt*. Lecture as part of the "Building Bridges" congress of the Association of Event Organizers (VDVO) and Speakers Excellence, Berlin: June 30th

Secara, M. (2023). *Estill World Voice Symposium*, Vienna, August 2nd-4th

- Sennewald, N.** (2023). *Creativity, Psychology & Writing. Presentation and Workshop.* European Association of Creative Writing Programmes (EACWP) Conference, Madrid, 06.05.2023.
- Starcke, K. & von Georgi R.** (2023). *Emotionsregulation durch Musik: Das Iso-Prinzip in einer experimentellen Grundlagenstudie.* 38. Jahrestagung der Deutschen Gesellschaft für Musikpsychologie (DGM), Hannover. Wissenschaftliches Poster.
- Teigler, R.** (2023). *Short films on climate change. A cooperation between climate researchers and film students.* Symposium "Interdisciplinary Education for Sustainable Development". 06. / 07. 12. 2023 SRH Berlin
- von Georgi, R., & Bötsch, I** (2023). *Erfassung der musikbezogenen Emotionsregulation: Testtheoretische Evaluation des Inventars zur Messung der Aktivations- und Arousalmodulation mittels Musik (IAAM).* Jahrestagung der Deutschen Gesellschaft für Psychologie (DGM). Hannover: 8.-10. September.
- Wallhäuser, R. et al.** (2023). *On-Air Design and animations for the opening-stage with students of Visual and Interactive Media.* MIRKKOMM (2023, July 13), Exhibition: #krisenalltag – Kommunikation in der Pandemie, Museum für Kommunikation, Berlin.

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

- Beuthner, M.,** (April – July 2023). *Media-Project "Yes, No, Perhaps," with SRH / SOPA students, production of an audio-podcast about modern dating, 5 episodes, presented on SRH Instagram and on Spotify.*
- Lingnau, R., & Krass-Koenitz, B.** (2023). *"Steps Ahead #20" – Musicians get in dialog with a panel of editors and journalists, label and publishing representatives, songwriters and/or producers to introduce them to their music and receive immediate feedback.*
- Schipanski, A.** (2023). *Workshop competence-oriented learning (CORE System: Competence Oriented Research and Education),* SRH Campus Hamburg: June 24th
- Sennewald, N.** (2023). *Kreative Tools für alle Fächer.* Vortrag mit Workshop. Tag der Lehre an der SRH Berlin University of Applied Sciences, 07.06.2023.
- Teigler R.** (2023). *Homeplanet – a climate fiction short film - status quo.* Workshop "Gateway to the Arctic IX: Arctic in a changing world—a transdisciplinary approach", 13.-17.02.2023, Versailles
- Wallhäuser, R. et al.** (2023). *Presentation of an educational magazine for children with rare metabolic diseases, which was designed as part of an editorial design module with media design students, as part of the digital training event: „Know & Grow: Aufklärung – Selbstmanagement – Empowerment für Kinder und Jugendliche mit seltenen chronischen Stoffwechselerkrankungen."*

Other special achievements of professors/research associates

- Prof. Dr. Brigitte Biehl** has been Associate Editor of the journal *Gender, Work and Organization* (Wiley) since December 2023
<https://onlinelibrary.wiley.com/page/journal/14680432/homepage/editorialboard.html>
- Prof. Marc Secara** collaborated with various Orchestras such as Berliner Symphoniker, Marc Secara Orchestra, Deutsche Oper Band, Trio Weniger/Köhler/Secara
- Beuthner, M. et al.** Media Project „Presseball Berlin“, 14. January 2023, Grand Hyatt Hotel, Berlin. Planning, organization and responsibility for the media coverage of the ball

with exclusive interviews with VIPs from culture, politics and business, project with SRH / SOPA students.

Aperdannier, Bene: Arrangements and performance: Lily Dahab Band + Sinfonieorchester Berlin, Berliner Philharmonie, October 2023

2.5 Highlights at the Berlin School of Design and Communication

Special publication achievements of professors/research associates

Krotz, A., Sosnowsky-Waschek, N., Bechtel, S., Neumann, C., Lohkamp, M., **Kovacs, G.**, Genser, B., & Fischer, J.E. (2023). Reducing sick leave, improving work ability, and quality of life in patients with mild to moderate Long COVID through psychosocial, physiotherapeutic, and nutritive supportive digital intervention (MiLoCoDaS): study protocol for a randomized controlled trial. *Trials*, 24(1), <https://trialsjournal.biomedcentral.com/articles/10.1186/s13063-023-07819-7>

Beroneau, G. (Ed.) (2023). *Book of Crisis*, Berlin School of Design and Communication, Heidelberger Hochschulverlag.

Linner, D. (2023). Verfahren zur Raumplanerstellung. (German Patent No 10 2022 116 720). *German Patent and Trade Mark Office*. <https://register.dpma.de/DPMAregister/pat/register?AKZ=1020221167208>

Hosted conferences/workshops/expert talks

Sven Ingmar Thies (Ed.). Teaching Graphic Design. Approaches, Insights, the Role of Listening and 24 Interviews with Inspirational Educators, Interview with **Prof. Katrin Androschin**, Edition Angewandte, Birkhauser, 2023, <https://doi.org/10.1515/9783035626025>

Prof. Sebastian Denz with M.A. Photography students: International Excursion to Poland. The M.A. Photography students traveled to the Filmschool Łódź in Poland to celebrate the 30th anniversary of its photography department. The group took part in the photo festival and in an international student exchange that included lectures, visits of exhibition openings and to museums.

BSDC as part of the Berlin Design Week 2023, 10.05.2023, Exhibition and panel discussion together with the Institute for Art and Innovation (IFAI) at the Hotel Inside Berlin. The overarching topic of the exhibition was "The Art of Resilience". "Resilience" was also the umbrella theme of Design Week. Students from the B.A. programmes in Communication Design, Film + Motion Design and Illustration as well as from the Master's programme in Social Design developed exhibits and audiovisual productions.

The exhibition was accompanied by three panel discussions. The respective panel discussions focussed on social design, social art and resilience. Similarities, differences and future requirements were discussed. The panellists were international. The discussions were chaired by BSDC lecturer Nicole Loeser. The panellists also included BSDC lecturer and co-curator of the exhibition Anina Briesse and the head of the participating degree programmes (B.A. Communication Design, B.A. Film + Motion Design and M.A. Social Design) Prof. Gilbert Beroneau. The event was open to the public.

<https://berlindesignweek.com/en/event23/die-kunst-der-resilienz/>

Professors who were involved in our contribution to the Berlin Design Week 2023: **Prof. Gilbert Beroneau**, **Prof. Bettina Borchardt**, **Nicole Loeser** (Director of Symbiotic Ecosystems and Interdisciplinary Alliances at IFAI and Lecturer at BSDC), Anina Briesse (Lecturer at BSDC).

The "New(s)comers Best" student and young professionals competition organized by the German Association of Digital Publishers and Newspaper Publishers (Bundesverband Digitalpublisher und Zeitungsverleger/BZV) has been running for 21 years now.

The task for the competition in 2023 was to develop an advert or a series of ad motifs or a cross-media idea on the following topic: "Protest! - Finding attention in society". Students in the 3rd and 4th semesters of the Bachelor's study programme "Communication Design" took part.

From a total of 200 submissions, 20 works were shortlisted. A BSDC team was among these final 20 entries. Prof. Bettina Borchardt was involved in coaching the teams for the student competition.

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

Prof. Katrin Androschin and BSDC Students: Service Design Global Conference 2023

<https://www.service-design-network.org/events/service-design-global-conference-2023-berlin> incl. hosting of workshops at the BSDC

Prof. Julia Leihener: Strategic Design Thinking Coach - Professional Track 2023, HPI d.school Potsdam, <https://hpi-academy.de/design-thinking-workshops>

Other special achievements of professors/research associates

Prof. Katrin Androschin:

- Expert Juror and head of jury for the Innovation Funding Programme »Creative Impact« of Austria Wirtschaftsservice (aws), the Promotional Bank of the Austrian Federal Government, Bundesministerium für Digitalisierung und Wirtschaftsstandort Österreich <https://www.aws.at/>
- For the Innovation Programme 2023/24 for Future Business Models and Pioneering Solutions (IGP) of the German Federal Ministry for Economic Affairs and Energy (BMWi), Call for Sustainable Innovation <https://www.bmwk.de/Redaktion/DE/Artikel/Innovation/igp.html>
<https://www.bmwk.de/Redaktion/DE/Artikel/Innovation/IGP/igp-jury-erster-call-23.html>
- For the "Arthur Zelger-Preis für gute Gestaltung" 2023 and the „Arthur Zelger-Förderstipendiums" 2023, Austria

Prof. Julia Leihener:

- External assessor of FIBAA Akkreditierungs- und EDE Zertifizierungskommission, Brand Academy Hamburg. <https://www.fibaa.org/>

2.6 Highlights at the SRH Campus Hamburg

Special *artistic* publication achievements of professors/research associates

Friesendorf, C., & Blütener, A. (2023). *Decentralized Finance: How Decentralized Applications (dApps) Disrupt Banking*. First Edition 2023, Springer 2023. <https://doi.org/10.1007/978-3-031-37488-3>.

Friesendorf, C., & Bluetener, A. (2023). *Private Equity in Germany: Venture Capital for Digital Platform Start-ups*. First Edition 2023, Springer 2023.
<https://doi.org/10.1007/978-3-031-33708-6>.

Hosted conferences/workshops/expert talks

Hamburg India Week: Germany-India Logistic Market Expansion: Strategies using Artificial Intelligence

Deutsches Elektronen-Synchrotron (DESY): Commercializing Innovation in the international market

Accenture Germany: Sustainable Finance Metrics Measurement: Tools and Techniques

Hamburg Women's Business Network: AI-based New Business Models: Use Case Analysis

3 Research Profile

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

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

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

3.1 Research Strategy

The research strategy was developed through a participative process that lasted a year and involved key stakeholders and interested parties from the scientific staff (e.g., academic directors, directors from the internal research institutes, and the Vice President for Research and Transfer). The strategy was published in 2021 and consists of four parts:

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

1. Our Vision: "Passion for life"

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

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

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

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

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

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

2. Our Values

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

1. Research should be free, independent, unbiased, and critical. Our research and artistic development projects are not oriented to specific approaches, schools of thought, methods, or such like. Therefore, they are free of ideology and dogma and interdisciplinary. Doubt is regarded as a principle of thought, and constructive criticism is a necessary corrective.
2. Original and scientifically relevant research and artistic work should be carried out. Our activities aim at solving both perceived problems of explanation in science and specific problems in practice and art.
3. Research should be conducted in a clear manner. Our research should be comprehensible for the interested parties. Communicative principles of our research are therefore plausibility, intersubjectivity, and connectivity of new knowledge. Collected primary data will be archived.
4. Research and art should be carried out honorably. Our research and artistic development projects follow an academic code of honor. As researchers and artists, we consider ourselves to be ethically obligated to refrain from scientific misconduct (including plagiarism, falsification of data, partiality in expert opinion) and to report any identifiable violations of such misconduct immediately.

3. Our approach: How we do research

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

- (1) Our research is interdisciplinary. We research and pursue art across subject boundaries. We believe that representatives of different disciplines can best work

together to overcome complex challenges in research and artistic development projects. The diversity of perspectives creates creativity and prevents people from being satisfied too soon with the first answer.

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

4. Research clusters: What we research

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

Cluster 1: Creativity, Innovation, and Entrepreneurship

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

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

Selected institutes in this cluster:

- SRH Grenke Centre for Entrepreneurial Studies

- Institute for International Strategic Management and Innovations (SMI)

Cluster 2: New Work and Collaboration

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

Selected institutes in this cluster:

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

Cluster 3: Future Technologies and Sustainability

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

Selected institutes in this cluster:

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

3.2 Lighthouse Projects

The concept of lighthouses is part of the structural basis of the university's research strategy and aims to strengthen the visibility of outstanding research at SRH Berlin. According to the basic regulations of SRH Berlin, research and artistic development projects are a central task of the university. The university management has committed itself to promote strong research at the university. The aim of the lighthouse concept is to fulfill this obligation and to create a structural and financial framework for research and artistic development projects at the SRH Berlin University of Applied Sciences.

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

Granted lighthouse projects receive an operative and technical start-up funding of 1000 Euro. A part-time position for a research assistant is financed (50%) for at least two years. If

a dissertation is part of the project, then the position can be extended for another two years. Furthermore, a student assistant with 5 hours per week working time is provided to the lighthouse.

Projects completed in 2023:

Sustainable Recycling Solutions for Supply-Critical Technology Metals- Focus: Indium and Gallium (INGA) 1

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

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

SRH School: BST

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

Duration: 01.11.2021 – 30.10.2023

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

Newly initiated projects in 2023:

The Further Development of the Social Market Economy Beyond Redistribution and Social Benefits

The backbone of the unbroken social stability and almost continuous economic growth of the Federal Republic of Germany is the economic and civil society framework of the social market economy. In the recent past, the social market economy has suffered from the fact that its framework conditions have not been consistently developed. In order to meet the most urgent challenges of our time, especially digitalisation, climate change and dealing with non-democratic societies, it is crucial to further develop the regulations, norms and institutions of the social market economy, some of which date back to the imperial era. Only through innovative reforms can the core cultural, social and ethical values of our society be preserved for the future so that future generations can pick them up, refine them and live on. This task is not only of economic importance. It is also crucial for our national self-image, our identity, our social cohesion, as well as for the role model function that the Federal Republic

of Germany has in the world community as a model for a free, democratic and socially just country. Within the framework of this project, our own research achievements in this subject area will be supplemented with legal policy proposals selected according to systematic criteria from legal economics, empirical legal research and institutional economics. In this way, a comprehensive concept for the further development of the social market economy beyond redistribution and social benefits will be developed.

SRH School: BSM

SRH Institutes: Contractual Management Institute; International Institute of Sustainability Management; Institute for International Strategic Management and Innovations

Duration: 01.03.2023 - 31.05.2025

Participants: Prof. Dr. Dr. Alexander J. Wulf, Prof. Ian Towers, PhD, Dr. Sönke Häsel

The Brain on Game - Biological Responses, Personality, Motivation and Emotion in Gaming and Conventional Games

The project assesses several types of reactions (psychological, physiological, and behavioral) during digital gaming versus playing board games. Participants play the same game twice: once in the digital and once in the board game version while their reactions are assessed with questionnaires and psychophysiological measurements such as the assessment of heart rate and electrodermal activity.

SRH School: SOPA, BSDC

SRH Institutes: Berlin Institute of Biomusicology and Empirical Research; Institut für Ludologie

Duration: 01.11.2023-31.10.2025

Participants: Prof. Dr. Katrin Starcke, Prof. Dr. Richard von Georgi, Prof. Dr. Jens Junge; Prof. Dr. Jochen Koubek, Universität Bayreuth

Ongoing projects:

"Die Zukunft Schreiben" - Writing the Future

In her doctoral project, Anja Voigt systematically analyses the writing and learning processes of students in booksprints and develops this teaching and learning format for the university context in order to enable students to experience an authentic professional writing project (Henry and Voigt 2018). Authentic writing tasks, i.e. writing tasks that are not only aimed at teachers but are intended for publication and have a broader audience, contribute significantly to the development of writing skills (Bräuer & Schindler 2011). Many other possible future skills are promoted through booksprints: The ability to co-operate and

communicate, self-direction, information literacy, problem-solving skills and a sense of responsibility are among them.

SRH School: SOPA, BSM

SRH Institutes: Institute for Writing Studies; International Institute for Sustainability Management

Duration: 01.09.2022 – 31.08.2024

Participants: Prof. Dr. Nadja Sennewald, Prof. Dr. Anabel Ternes und Prof. Dr. Katrin Girgensohn

In Cooperation with: Prof Dr. Kirsten Schindler (University of Wuppertal); Prof Dr. Sarah Brommer (University of Bremen); Prof Dr. Kirstin Bromberg (Ostfalia University of Applied Sciences)

Sustainable Recycling Solutions for the Supply-Critical Technology Metals – Focus: Indium and Gallium (INGA) 2

Recovery of gallium and indium from electrical waste by selective electrochemical dissolution and deposition, as well as selective melting and centrifugation.

SRH School: BST

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

Duration: 01.10.2021 – 30.09.2025

Participants: Himanshu Khadse

3.3 Third-Party-Funded Projects

The university receives support from public funding, inter alia, the DFG, DAAD, BMWi, BMBF, as well as the EU. The next section describes the 18 SRH third-party-funded projects, which were either completed, newly initiated, or ongoing in 2023.

3.3.1 Projects completed in 2023

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.

BMZ: Mali Waste2Energy

Phase 1: To conceptualize, design and fabricate an integrated solar-powered stage-dry fermentation digester for organic waste treatment from municipal solid wastes; Sizing and

installation of an off-grid PV system for the sustainable production of electricity for a waste sorting facility in Bamako, Mali.

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

SRH School: Berlin School of Technology

Duration: 15.05.2021 - 30.04.2023

Project Volume: 693.118,00 €

SRH Project volume: 455.648,00 €

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

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

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

In the River

The aim of the project is to investigate the resilience of the river cruise industry with a focus on Hesse. To this end existing value chains, the economic significance of the river cruise industry for the state of Hesse and the Hesse and the responsiveness of the river cruise industry will be scientifically analyzed.

SRH School: Berlin School of Management

Duration: 01.07.2022-30.06.2023

Project Volume: 14.103,00 €€

Funded by: Hessen Agentur GmbH

SRH Participants: Prof. Dr. Ines Carstensen

In Cooperation with: Frankfurt University of Applied Sciences, Institute for Aviation and Tourism (IAT)

SPRint - Writing, Publishing, Reflecting integrated into Subject Teaching

The project SPRint is a project of the Institute for Writing Studies. In this project, students conduct booksprints as part of their subject teaching, in which they collaboratively produce and publish texts in a short period of time. The format was inspired by principles of agile software development and is used in companies that practice new forms of work (New Work). Two booksprints will be conducted at each location with the aim of identifying

context-sensitive conditions for the use of the format and developing a didactic handout (as an open educational resource) based on this.

SRH School: Berlin School of Popular Arts

Duration: 01.09.2022-30.11.2023

Project Volume (total): 160.086,80 € **SRH Project volume:** 121.000,00 €

Funded by: Stiftung Innovation in der Hochschullehre

SRH Participants: Prof. Dr. Katrin Girgensohn, Prof. Dr. Nadja Sennewald, Lea-Liane Winkler, Silka Rödl, Anja Voigt

In Cooperation with: Prof. Dr. Kirsten Schindler (Bergische Universität Wuppertal), Prof. Dr. Sarah Brommer (Universität Bremen), unter Mitarbeit von Prof. Dr. Kirstin Bromberg (Ostfalia Hochschule für Angewandte Wissenschaften) und dem Leuchtturmprojekt „Die Zukunft schreiben“.

UBA: Assessment of Sustainability Labels for Hotels

Trustworthy labels can increase consumer confidence and facilitate decisions for sustainable hotels. Thus, these labels enable a true competition towards sustainability excellence. Current sustainability labels for hotels, however, frequently show deficiencies regarding their instrumental and construct validity. Against this background, the project's aims are to compare popular sustainability labels, to show which of them can unambiguously identify hotels as sustainable, and to formulate recommendations how to improve sustainability labelling systems for hotels in general. To allow for an objective ranking of the labels, the project team developed an innovative assessment method that incorporates a comprehensive ESG (Environmental, Social, Governance) approach. The ranking and other project results can be used e.g., by institutional customers whose choices for labelled hotels are often part of their wider sustainability policies.

SRH School: Dresden School of Management

Duration: 01.10.2022 – 30.06.2023

Project Volume (total): 23.300,00 € **SRH Project volume:** ca. 8.000,00 €

Funded by: German Environmental Agency

SRH Participants: Prof. Dr. Hannes Antonschmidt

In Cooperation with: BTE Tourismus- und Regionalberatung (Berlin), University of Natural Resources and Life Sciences (Vienna), Greenance - Nachhaltigkeit & Zukunft (Celle)

Horizon Innovation/Viral Campaigning for Ravensburger

How can Strategic Design support Ravensburger with their disruptive communication strategy 'Horizon'? Thirty students of the master Strategic Design explored the following milestones:

- Development of user-centered, innovative, and sustainable product/service/communication concepts & strategies
- Application of the Strategic Design Thinking Process along the project phases 'Understand, Research, Analysis, Ideation, Prototyping, Testing, Iteration, Implementation', including a fieldtrip to Ravensburger museum, headquarters and production in Ravensburg as well as the international game fair in Nuremberg
- Joint execution and proof of concept of developed innovation concepts
- Digital and analogue documentation and presentation of work processes & results

SRH School: Berlin School of Design and Communication

Duration: 01.10.2022 – 31.07.2023

Project Volume: 10.000,00 €

Funded by: Ravensburger AG

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

In Cooperation with: Innovation and Marketing Division of Ravensburger AG

DAAD: ECEREP - Green Economy in Ghana – Education for Circular Economy by integrating Rural Production and Renewable Energies

In this project we wanted to develop a new module on green economy for the integration of renewable energy and agriculture production with focus on circular economy.

SRH School: Berlin School of Technology

Duration: 2023

Project Volume (total): 56.662,00 €

Funded by: German Academic Exchange Service (DAAD)

SRH Participants: Prof. Dr. Osvaldo Romero, Prof. Dr. Katia Caraballoso Granado

In Cooperation with: TU Berlin, KNUST and UENR

3.3.2 Newly initiated projects in 2023

Project at ABCircular: Climate Neutral And Digitalized Laser Based Surface Functionalisation Of Parts With Complex Geometry, Clasco

In the coming years, the European industry must assume the challenge of adopting clean and climate-neutral industrial value chains, producing sustainable products. Adopting digital systems will radically change the industry with products and services through innovative production processes. In particular, fully digitalized laser-based additive manufacturing methods are very versatile and thus can be implemented in different industries. Furthermore, energy saves against conventional manufacturing and material waste but also by design optimization can be achieved. However, these parts also required of additional surface treatments, which are nowadays energy and material-consuming, increasing costs and harming the environment. In addition, new concepts for increasing the added value of AM parts must be developed, for instance, by producing advanced surface functionalities in critical applications. The main objective of the CLASCO project is to develop a universal and digitalized laser-based post-process route for creating functionalized AM parts with complex shapes. While the complex parts will be produced by Laser Powder Bed Fusion, Laser polishing and laser surface microstructuring using Direct Laser Interference Patterning will be combined in a unique manufacturing system. This route will substitute several resource-consuming processes, reducing the environment's negative impact. The implementation will allow substituting standard environmental non-friendly methods and even obtaining a better performance. In addition, different in-line monitoring methods, specifically plasma sensors and infrared cameras will be implemented. In this way, a virtual representation of the process for each part will be possible (digital twin), creating an entirely digitized product. The project's impacts will be analyzed to optimize the sustainability of processes and products across the entire life cycle.

SRH School: Berlin School of Technology

Duration: 01.01.2023 – 30.06.2026

Project Volume (total): 5.298.149,00 €

ABC Project volume: 369.938,00 €

Funded by: EU (HORIZON-CL4-2022-TWIN-TRANSITION-01)

SRH Participants: Caitlin Walls, Khadija Sarquah, Prof. Dr. Gesa Beck

In Cooperation with: Technische Universität Dresden (TUD) Germany, Fundación Andaluza para el Desarrollo Aeroespacial (CATEC) Spain, SYLAS SA (SYLAS) France, New Infrared Technologies SL (NIT) Spain, Satistica (SAT) United Kingdom, Airbus Defence and Space S.A.U. (AIRBUS) Spain, CT Ingenieros Aeronauticos de Automoción e Industriales SL (CTI) Spain, Deutsche Gesellschaft für Materialkunde e.V. (DGM) Germany, SurFunction GmbH (SF) Germany, DePuy Ireland Unlimited Company (DPS) Ireland, Steinbeis Europa Zentrum (S2i) Germany, nLIGHT GmbH (NIL)

HOMEPLANET – a Cli Fi Shortfilm

Climate fiction Shortfilm by author and director Ipek Sertöz.

SRH School: Berlin School of Popular Arts

Duration: 01.04.2023 – 31.03.2024

Project Volume (total): 80.000,00 €

SRH Project volume: 20.000,00 €

Funded by: Helmholtz-Forschungsverbund REKLIM; Ludwig Kameraverleih

SRH Participants: Prof. Rolf Teigler; B.A. Film und Fernsehen

In Cooperation with: Helmholtz-Forschungsverbund REKLIM; Alfred-Wegener-Institut; Ludwig Kameraverleih, Raw Diamond Filmproduktion

Reusables in the Hotel Industry

Short Description of the project: Reusables can make an important contribution to the improvement of businesses' environmental balances. However, the empirical basis on the scale of and potential for reusable solutions is limited and hence, cannot guide effective strategic action to date. This also applies to the hotel industry whose enjoyment-centered service context poses particular challenges for sustainability-oriented change. Based on consumer and provider surveys, expert interviews, and a participative workshop, this project's aim was to provide empirical data to shed light on the current use of reusable packaging, its potential, but also the challenges associated with its implementation in the hotel industry. Informed by the empirical results, a scenario for systemic change for the hotel industry was developed and concrete recommendations for key stakeholders were formulated.

SRH School: Dresden School of Management

Duration: 16.06.2023 – 31.12.2023

Project Volume (total): 15.000,00 €

SRH Project volume: 7.000,00 €

Funded by: WWF Deutschland, Berlin

Participants: Prof. Dr. Hannes Antonschmidt

In Cooperation with: BTE – Tourismus- und Regionalberatung, Berlin; Universität für Bodenkultur (BOKU), Wien

Project at ABCircular: IBB-Förderung Berliner Innovationsfachkräfte „BAT-Cycle“

Development of an electrochemical process for the successive recovery of cathode materials from the cathodes of lithium-ion batteries as well as from the "black mass" from conventional battery recycling.

SRH School: Berlin School of Technology

Duration: 01.09.2023 – 30.08.2024

Project Volume (total): 20.000,00 €

Funded by: Förderung durch die Investitionsbank Berlin (IBB)

SRH Participants: Marta Revello, Prof. Dr. Gesa Beck

In Cooperation with: BAM Berlin

Project at ABCircular: IBB-Förderung Berliner Innovationsfachkräfte „Phytorecycling Ghana“

Development of the phytorecycling process for region-specific requirements, i.e. for temperate climate in Europe as well as for more extreme betting conditions in Ghana, with the aim of introducing the process for the purification of contaminated soils, e.g. in nickel mining, as well as former electronic waste landfills.

SRH School: Berlin School of Technology

Duration: 01.09.2023 – 30.08.2024

Project Volume (total): 20.000,00 €

Funded by: Förderung durch die Investitionsbank Berlin (IBB)

SRH Participants: Alan D'Souza, Prof. Dr. Gesa Beck

In Cooperation with: University of Wolverhampton

Mobile Innolab Bundeswehr

Creating an innovation empowerment experience for military and civilian members of the German armed forces. The project includes user-centered qualitative research and design methods, strategic design thinking methods, immersive research at the Unteroffizierschule der Luftwaffe Appen, the innovation lab at the Bundeswehr Command and Staff College in Hamburg and other innovation labs of the Bundeswehr, as well as development of opportunity fields, prototyping, final report to BMVg.

SRH School: Berlin School of Design and Communication

Duration: October 2023 - August 2024

Project Volume: 5.000,00 €

Funded by: Federal Republic of Germany, represented by the Federal Ministry of Defence (BMVg), which is represented by the SKA

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

Storytelling for the Future – Fictional Narratives in Film and Television

The workshop brought together media creators from various fields (directing, screenplay, production, editing, social media, etc.) as well as experts in education for sustainable development, climate activism, environmental psychology, future research, and climate journalism to constantly understand what Green Storytelling means.

SRH School: Berlin School of Popular Arts

Duration: 10.11.2023 - 11.11. 2023

Project Volume (total): 50.000,00 €

SRH Project volume: 10.000,00 €

Funded by: Bundesministerium für Bildung und Forschung; Bildung für nachhaltige Entwicklung

SRH Participants: Prof. Rolf Teigler; B.A. Film und Fernsehen

In Cooperation with: Partnernetzwerk Medien, Green Consultants Film

3.3.3 Ongoing projects in 2023

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 - 31.12.2024

Project Volume: 1.002.628,00 €

Funded by: BMBF

SRH Participants: Prof. Dr. Michael Hartmann

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

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

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

SRH School: Berlin School of Popular Arts

Duration: 01.10.2021 - 30.09.2024

Project Volume: 2.000.000,00 €

SRH Project volume: 313.068,00 €

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

SRH Participants: Prof. Dr. Michael Beuthner, Carolyn Pliquet, Kirsten Ulbrich

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

Know & Grow: Education - Self-Management - Empowerment for Children and Adolescents with Rare Chronic Metabolic Diseases

In this research project, new ways for child-friendly information and educational material for young patients (0-18 years) with chronic metabolic diseases and their families will be researched, designed and implemented. The research project, which has been running since 2022, was expanded in terms of content in 2023, extended for one and a half years and Nuricia supported it with a further 50.000,00 €.

SRH School: Berlin School of Popular Arts

Duration: 01.03.2022 – 31.03.2025

Project Volume: 150.050,00 €

Funded by: Nutricia Milupa GmbH; Berliner Sparkassenstiftung Medizin

SRH Participants: Prof. Lars Roth, Rebecca Heine, Taisiya Brutskaya

In Cooperation with: Charité-Universitätsmedizin Berlin, Campus Virchow Klinikum, CC17, Kinderklinik m.S. Gastroenterologie, Nephrologie und Stoffwechselerkrankungen, Sozialpädiatrisches Zentrum für chronisch kranke Kinder, Sektion Pädiatrische Stoffwechselmedizin, Prof. OÄ Dr. N. Weinhold, Dr. Sophie Kurtjens, Sarah Roschke. Gefördert von Nutricia Milupa GmbH, Berliner Sparkassenstiftung Medizin.

DAAD: ProREG – Professional Education for Renewable Energy in Ghana

In this project we want to develop new practice-relevant modules in the field of renewable energies to be integrated into the curricula of KNUST and UENR, as well as to train the trainers of these universities in Ghana.

SRH School: Berlin School of Technology

Duration: 2022 - 2025

Project Volume (total): 330.000,00 €

Funded by: German Academic Exchange Service (DAAD)

SRH Participants: Prof. Dr. Osvaldo Romero, Prof. Dr. Katia Caraballoso Granada

In Cooperation with: TU Berlin, KNUST and UENR

FutureHotel – Concepts and Solutions for the Hotels of Tomorrow

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

SRH School: Dresden School of Management

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

Project Volume (total): confidential

Funded by: Hotel Industry Partners

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

In Cooperation with: Fraunhofer IAO, Stuttgart

3.4 Institutes

The internal institutes of SRH are legally dependent organizational units. Their purpose is to initiate and execute research projects, transfer research insights into teaching, and share them with the public. The organization of these internal institutes facilitates communication within the university and between the university and external organizations. Details of the structure and functions are governed by the "Regulations for Research Institutes." The research and artistic activities of our institutes are characterized by a strong global network. 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. Anabel Ternès von Hattburg (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. 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

6. 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

7. 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

8. 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)

9. 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)

10. 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)

11. 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

12. 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

13. 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)

14. 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

15. 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

16. The Institute for Culture and Diversity Studies (ICDS)

School: Berlin School of Design and Communication

Executive Director: Prof. Dr. Arta Ante

Scientific Director: Prof. Dr. Arnold Groh

There is a growing interest in Europe due to globalization, migration, and demographic change in diversity and inclusion. The ICDS is particularly interested in German cultural diversity issues and learning more about how they affect organizations, communities, and

society. The mission of the ICDS is to understand cultures, build leadership abilities, and strengthen organizational capacity. The institute focuses on addressing key issues related to cultural diversity and inclusion in the most creative way possible, as well as fostering cross-cultural trust, respect, and understanding.

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

17. Institute for Writing Studies (IWS)

School: Berlin School of Popular Arts

Executive Director: Prof. Dr. Katrin Girgensohn

Scientific Director: Prof. Dr. Nadja Sennewald

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

The aim of the Institute is to facilitate and promote research and development projects in writing studies. In this way, it makes the interdisciplinary expertise of actors from writing studies visible both in the theoretical field and in the field of practice and contributes to national and international networking.

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

3.5 Ethics Committee

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

3.6 Research Award

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

As every year, the performance of all professors was assessed using the points system developed by Prof Dr. Alexander Wulf. Prof. Dr. Carsten Schermuly achieved the highest number of points. As he is in a management position at the university, Prof. Dr. Schermuly declined the award.

That is why, on June 16, 2023, for the first time, a Special Research Award was presented by the Vice President for Research and Transfer. The Special Research Award was granted to Professor Dr. Dr. Dr. Marcel Bisges, who had distinguished himself with his third doctorate.

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 2023 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	7	2	18	0	4
Baumgärtner, Alex	8	0	4	2	0
Becker, Torsten	6	7	16	1	8
Bünthe, Claudia	24	1	15	8	0
Büsch, Victoria	15	7	14	5	4
Carstensen, Ines	15	0	8	5	12
Eichhorn, Bert	15	3	20	3	3
Glasberg, Ronald	0	21	4	2	3
Gockel, Christine	8	16	2	2	2
Hagen, Dirk	5	2	9	4	0
Hessel, Franz	16	35	20	3	1
Linke, Ralf	3	0	3	2	0
Schermuly, Carsten	60	54	124	2	7
Seisreiner, Achim	14	2	3	2	7
Stecker, Christina	31	9	47	5	4

Name	Number of publications			Number of current memberships	Number of third-party-funded projects
	Books and book chapter	International journals	Other publications		
Ternès von Hattburg, Anabel	91	31	57	14	34
Towers, Ian	15	11	18	5	1
Welc, Jacek	3	0	2	0	0
Wulf, Alexander	17	25	9	8	6
	353	226	393	73	96

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	35	57	3	55
Hartmann, Michael	1	37	5	4	7
Haufe, Knut	1	3	8	1	0
Iliev, Alexander	4	14	6	3	2
Nasti, Adele	0	3	5	0	8
Neumann, Klaus-Ulrich	3	98	16	2	5
Rafajlovski, Goran	4	36	118	4	3
Romero Romero, Osvaldo	4	40	15	4	2
Stantchev, Vladimir	32	35	19	29	13
Szuppa, Stephan	2	0	12	2	10

Tamm, Gerrit	17	10	15	4	3
Wolter, Frank	2	0	30	1	2
	72	311	306	57	110

Dresden School of Management

Name	Number of publications			Number of current memberships	Number of third-party-funded projects
	Books and book chapter	International journals	Other publications		
Antonschmidt, Hannes	6	3	16	2	9
Bohne, Hartwig	16	8	8	5	0
Borkmann, Vanessa	12	0	22	3	38
Gellweiler, Susanne	4	3	2	0	0
Kahle, Ute	1	1	8	4	1
Soleimani Zoghi, Farzaneh	1	11	11	1	0
Straub, Matthias	6	1	9	1	1
	46	27	76	16	49

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	39	2	29	50	1	2
Biehl, Brigitte	27	28	63	17	5	10
Birkenhake, Henning	0	0	0	1500	1	0
Bisges, Marcel	7	0	31	0	2	0
Ehrhorn, Tilman	0	0	0	1000	3	0
Girgensohn, Katrin	70	13	13	6	8	15
Jürgens, Pepe	0	4	6	31	0	0
Kahl, Rolf Peter	2	2	4	300	1	0
Keßler, Robert	0	0	6	28	0	0
Kleiner, Marcus S.	25	5	109	4	3	0
Kuhn, Marco	0	0	3	20	3	0
Lingnau, Robert	0	0	100	800	6	3
Middelkamp, Matthias	0	0	0	100	3	0
Provvedi, Régine	2	5	0	77	1	3
Remy, Jörg	0	1	1	160	0	5
Roth, Lars	0	0	8	16	2	6

Schipanski, Agnes	4	0	16	0	4	1
Secara, Marc	4	0	4	500	0	0
Sennewald, Nadja	36	1	49	15	4	9
Starcke, Katrin	3	30	50	NA	1	4
Teigler, Rolf	3	0	0	16	0	40
Wallhäuser, Ricarda	0	0	3	46	0	1
Welker, Matthias	5	0	0	12	3	0
von Georgi, Richard	31	88	58	5	6	4
	258	179	553	4703	57	103

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			
Androschin, Katrin	1	0	1	0	3	2
Ante, Arta	7	2	18	NA	0	4
Borchardt, Bettina	1	0	0	20	0	8
Denz, Sebastian	23	0	100	50	1	3
Fischer, Marcus	1	0	37	28	3	9
Kemmer, Ralf	2	1	3	13	1	0
Leihener, Julia	13	0	0	12	2	7

Linner, David	3	3	25	3	0	3
Schultze-Seehof, Dörte	11	1	0	14	1	0
Schwenn, Benjamin	5	0	2	0	0	1
Wente, Markus	4	3	5	5	1	0
Zumholz, Holger	2	0	13	0	3	4
	73	10	204	145	15	41

SRH Campus Hamburg

No information was available from the school at the editorial deadline.

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Prof. Dr. Alex Baumgärtner

Berlin School of Management

- Professor of Law
- Programme Director, International Tourism and Event Management (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 studied Law in Erlangen, Germany and Lausanne, Switzerland. While working for a law firm he completed an additional master's degree at the University of St. Gallen, Switzerland (Executive Master of European and International Business Law), including study visits to the University of Texas School of Law (Austin) and to Harvard Law School (Boston). He is a lawyer and member of the Bar Association since 2004. He holds a PhD in economics from Ingolstadt School of Management (Catholic University Eichstätt-Ingolstadt) and also worked there for several years as research assistant.

Research/Artistic Activities

Currently Prof. Dr. Baumgärtner'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.-Ing. Torsten Becker

Berlin School of Management

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

Research/Artistic Foci

Supply Chain Strategy; Warehouse Management Inventory Reduction; Digital Supply Chain Management

Career

- 1.4.2021-30.9.2021: Substitute Professorship HTW Berlin, Business Information Systems/Digitization, Berlin
- 1.10.2012-30.9.2014: Substitute Professorship Leuphana, Supply Chain Management, Lüneburg
- 23.3.2013-31.12.2020: Managing Director, BOGEN Electronic GmbH, Berlin
- Since 1.7.2003: Managing Director, BESTgroup Consulting GmbH, Frankfurt/Berlin
- 1.11.1995-30.6.2003: Director, PRTM Operations Management Consulting, Frankfurt
- 1.11.1990-31.10.1995: Plant Manager/Project Manager, AEG AG, Frankfurt/Kiel
- 1.2.1986-31.10.1990: Research Assistant, Chair of Production Systems, WZL, RWTH Aachen University
- 1.10.1980-31.12.1990: Studies of Mechanical Engineering, RWTH Aachen, Diploma (1986), Doctorate (1990)

Research/Artistic Activities

- Company projects on Warehouse Optimization
- Research on Supply Chain Strategy and Process Automation
- Participated in several Horizon 2020 projects on improving measuring system accuracy



Prof. Dr. Claudia Bunte

Berlin School of Management

- Professor of International Business Administration with focus on Digital Marketing
- Program Director of International Business Administration
Specialization in Digital Marketing

Research/Artistic Foci

Professor Bunte has been researching and teaching AI in marketing since 2016. She is the author of the study "AI in Marketing" and manages the AI knowledge website www.kirevolution.com. In 2023, her research was published in W&V, Werbewoche, "Markenartikel", Ibusiness, Handelsblatt and Statista's AI Compass, among others.

Career

Prof. Dr. Claudia Bunte is a proven marketing & AI expert. Over the past 25 years, she has held senior positions at leading global companies such as Volkswagen, The Coca-Cola Company and McKinsey. She holds a PhD in brand strategy, teaches digital marketing at international universities and conducts research on artificial intelligence in business. She is also managing partner of Kaiserscholle GmbH, Center of Marketing Excellence and is a publicly appointed and sworn expert on the value of brands, among other things. She is the author of various marketing practice books on AI in Europe and China. Her latest book, "So geht Digital Marketing", was published in October 2023.



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. Azadeh Dindarian

Berlin School of Management

- Professor of Digital Supply Chain Management
- Program Director of Digital Supply Chain Management

Research/Artistic Foci

Professor Dr. Azadeh Dindarian specializes in Digital Supply Chain Management, with a primary focus on advancing the digitalization of various processes within the supply chain. Her research aims to leverage emerging technologies to bolster the industry's resilience, efficiency, and sustainability.

Azadeh's work delves into the intersection of artificial intelligence (AI) and cybersecurity within supply chain management. She investigates the optimal integration of AI into supply chain systems while ensuring robust cybersecurity measures to protect sensitive information and operations.

Her work extends to encompassing the principles of the circular economy within supply chain management. She explores strategies to minimize waste, maximize resource efficiency, and promote circularity throughout the supply chain lifecycle.

In addition to her focus on the circular economy, she investigates inventory management techniques to optimize inventory levels, reduce costs, and enhance supply chain performance. Her research addresses the integration of digital technologies, such as AI and data analytics, to streamline inventory management processes and improve decision-making.

Furthermore, Azadeh examines warehouse management practices to enhance operational efficiency and responsiveness within supply chain operations. She explores innovative approaches to warehouse layout design, automation, and inventory tracking systems to optimize space utilization and accelerate order fulfillment.

Driven by a passion for innovation, Azadeh actively seeks collaborations and welcomes new ideas to propel the digitalization of the industry forward. Her dedication to advancing knowledge and fostering innovation underscores her commitment to shaping a technologically advanced, sustainable, and resilient future for the supply chain industry.



Prof. Dr. Bert Eichhorn

Berlin School of Management

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



Prof. Dr.-Ing. & MBA Ronald Glasberg

Berlin School of Management & Berlin School of Technology

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

Research/Artistic Foci

Ronald Glasberg is Professor for International Strategic Management and Head of Institute for International Strategic Management & Innovations. He focuses on the development of new strategic management tools and mindsets for start-ups and international enterprises to cope with unforeseen events. His aim is to formulate unique action-oriented recommendations for enterprises depending on their particular strategic, innovation, financial, technological and risk management starting points related to:

- Business Modelling
- Change Management
- Financial & Portfolio Management
- Innovation & Technology Management
- Strategic Planning and Management

Career

- Head of Institute for International Strategic Management & Innovations at SRH Berlin University
- Study Program Director Entrepreneurship and Head of Accreditation Commission
- Professor for Int. Strategic Management at SRH Berlin University
- Management Consultant at BearingPoint Management & Technology Consultants
- Postdoctoral Research Assistant & Lecturer at TU-Berlin
- Manager Group Strategy and Policy at Deutsche Telekom AG
- Management Consultant for EU-Projects at Renault Inst. for Quality and Management
- Research Assistant for PhD & Lecturer at TU-Berlin
- Manager and Entrepreneur at Technical Service Center J. Glasberg



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 Bäscher Foundation for the Promotion of Applied Psychology.



Prof. Dr. Dirk Hagen

Berlin School of Management

- Professor of Business Administration with Focus on Event Management

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



Prof. Dr. Franz Hessel, MPH

Berlin School of Management

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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

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

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



Prof. Dr. Ralf Linke

Berlin School of Management

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



Prof. Dr. Julia Richter-Zaby

Berlin School of Management

- Professor of Business Administration

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



Prof. Dr. Carsten C. Schermuly

Berlin School of Management

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



Prof. Dr. Achim Seisreiner (habil.)

Berlin School of Management

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



Prof. Dr. rer. pol. Christina Stecker

Berlin School of Management

- Professor of Economics

Research/Artistic Foci

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

Career

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

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

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

Research/Artistic Activities

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

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



Prof. Dr. Anabel Ternès

Berlin School of Management

- Professor of Communication Management, Business Administration and Sustainability
- Managing Director of the International Institute for Sustainability Management (IISM)

Research/Artistic Foci

Sustainability (ESG); Leadership and New Work; Strategic Communication; Digitization

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 sustainable future - an expert on sustainability and digitization topics, majoring Leadership, New Work and Strategic Communication, a socially committed digital entrepreneur and an author. She is, among other commitments, a member of the board of the British Chamber of Commerce, a board member of the Bitkom AK New Work, 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 board member for Plant for the Planet, Peter Ustinov and Inglosus, and trustee for PLAN, Stiftung Lesen and Don Bosco Mondo. As founder of the social organization GetYourWings, the learning room for future shapers, she develops eLearning Tools, eLearning methods and Online Learning Games, such as CODE AND SAFE THE PLANET for teaching digital and sustainable skills.

Anabel Ternès is Managing Director of the International Institute for Sustainability Management and holds a professorship in International Communication Management, Sustainability and Business Administration. The author of more than 50 books, she writes for Focus, Forbes and Hauf, among others.

Research/Artistic Activities

Prof. Dr. Anabel Ternès von Hattburg has been conducting significant research, primarily in the fields of sustainability, leadership, health management, strategic communication, and digital transformation. The publications Digitale Souveränität and Future Skills 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 (B. A.)

Research/Artistic Foci

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

Career

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

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

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

Research/Artistic Activities

Prof. Dr. Towers' current investigations is on the repercussions of precarious employment. 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. This topic is related to his interest in how HRM can play a role in social sustainability. He continues to work on the broader theme of the relationship between cultural practices and business.



Prof. Dr. Jacek Welc

Berlin School of Management

- Professor of Corporate Finance

Research/Artistic Foci

Corporate Finance, Financial statement analysis, Financial and non-financial reporting, Business risk management

Career

Between 2003 and 2007 Prof. Dr. Jacek Welc was an independent consultant in the areas of corporate valuation, management accounting, and financial accounting. Having also been Head of the Corporate Finance Department at Dexus Partners (a stock brokerage house), Jacek now co-owns a consultancy specializing in corporate financial services. He also serves at Audit Committee Chair on the Supervisory Board of Cognor Holding S.A. (a company listed on the Warsaw Stock Exchange).

Research/Artistic Activities

Prof. Dr. Jacek Welc has written and published a number of peer-reviewed articles, as well as three professional books: "Applied Regression Analysis for Business: Tools, Traps and Applications" (Springer, 2017), "Reading Between the Lines of Corporate Financial Reports: In Search of Financial Misstatements" (Palgrave Macmillan, 2020) and "Evaluating Corporate Financial Performance. Tools and Applications" (Palgrave Macmillan, 2022). As a guest lecturer, Prof. Dr. Welc visited over twenty countries.



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



Ivana Drazic, M. Sc.

Berlin School of Management

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

Research/Artistic Foci

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

Research/Artistic Activities

Ivana Drazic focuses on the interplay between two trends in the organizational context: changes in the world of work and demographic change. She is currently studying explicit and implicit older worker stereotypes and how they might lead to age discrimination in the new world of work. She is also interested in modern work practices and their impact on employees. Furthermore, she teaches courses such as “Work and Industrial Psychology” and “Personality Psychology and Psychological Diagnostics” to Bachelor and Master students.



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.



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.



Phuong Phung, M. Sc.

Berlin School of Management

- Research Associate at the Berlin School of Management
- Coordinator of the Berlin School of Management

Research/Artistic Foci

Sustainable consumer behavior: create favorable settings where consumers easily adopt, pursue, and practice pro-environmental behaviors.

Research/Artistic Activities

On-going project: Take away food – but Reuse and Recycle! (04.2023-10.2023)



Stefanie Prediger, M. A.

Berlin School of Management

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

Research/Artistic Foci

Innovation and innovative work behavior, agility, psychological empowerment

Research/Artistic Activities

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



Rebecca Prell, M. Sc.

Berlin School of Management

- Research Associate of the Global Institute

Research/Artistic Foci

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

Research/Artistic Activities

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



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
- Member of the Institute of Applied Resource Strategies

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

In her current R&D projects Professor Beck and her team develops "Innovative and Sustainable Ways for the Recycling of Metal and Plastic Composites" in three funded projects (BMW-i-ZIM-Project „ ReComp“, BMBF-Project „IRETA 2 and DBU-Project ReGCell“) as well as in one internal lighthouse project INGA. Thereby, the sustainability of the developed recycling processes is assessed according to their sustainability according to the economic, ecological and social criteria.



Prof. Dr. Michael Hartmann

Berlin School of Technology

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



Prof. Dr. Knut Haufe

Berlin School of Technology

· Professor of Business Informatics

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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

He is also a co-author of the IT-baseline security catalogue (previously IT-security handbook) of the German Federal Office for Information Security.



Prof. Dr. Alexander I. Iliev

Berlin School of Technology

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

Research/Artistic Foci

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

Teaching Experience

Professor, SRH Berlin University, Germany,

- Machine Learning
- AI Use Cases
- Scientific Computing
- Technology Project I, II, III
- Master's Thesis and research

Lead Instructor, University of California Berkeley, CA, USA,

- Introduction to Matlab (EL-ENG-X446.7),
- Python for Data Analysis and Scientific Computing (COMPSCI X433.3),
- Machine Learning with TensorFlow (COMPSCI X433.7),
- Applied Machine Learning (W207)

Assistant Professor, University of Wisconsin – Stevens Point WI, USA,

- Programming for Data Analytics (DAC-111) | Introduction to Data Analytics (DAC-101)
- Android Development (CIS/HTI-345) | Data Analytics Seminar (DAC-299)
- Data Mining (DAC-310) | Machine Learning (CIS-345)
- Web Development I (CNMT-210)

Lecturer, College of Engineering, University of Miami, FL, USA,

- Architectural Acoustics (CAE380)

Lecturer, School of Communication, University of Miami, FL, USA,

- Advanced Audio Production for Film and Video (CMP594)
- Advised, coordinated, and supervised graduate and undergraduate level students as thesis committee member



Prof. Dr. Adele Nasti

Berlin School of Technology

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



Prof. Dr. Klaus-Ulrich Neumann

Berlin School of Technology

- Professor of Applied Sciences for Engineering Applications

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



Prof. Dr. Goran Rafajlovski

Berlin School of Technology

- Professor of Energy Engineering

Research/Artistic Foci

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

Career

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

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. He is currently leading the DAAD project in Higher Education in the western Balkan Region, common values, competencies and sustained development granted by the Foreign Ministry of Germany. This project supports professional exchange of ideas, manpower and higher education strategies between Germany, Albania and North Macedonia with an emphasis on sustainable development.



Prof. Dr. Osvaldo Romero Romero

Berlin School of Technology

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



Prof. Dr. rer. nat. Vladimir Stantchev

Berlin School of Technology

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

Prof. Dr. Stantchev led the SRH project, "Optimal Use of Smart Item Technologies in Stationary Care – OpSIT", funded by the Federal Ministry of Economic Affairs and Energy. In a SRH collaborative project managed by Prof. Dr. Ronald Glasberg, he was responsible for an IT-risk topic, "Crises management in hospitals". He was the SRH lead researcher for a project within the ZIM programme of the Federal Ministry of Education and Research called "prevenTAB – 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. Stephan Szuppa

Berlin School of Technology

- Professor of Technological Foresight & Innovation Strategies
- Program Director of MoE Smart Building Technologies

Research/Artistic Foci

Prof. Szuppa is interested in Technological Foresight and Trendscouting especially contained in context of the Digital Transformation and Sustainability. His long-term technological application area is focused to Smart Buildings.

- Trend radar, corresponding tooling inclusive the impact of AI on Trendscouting
- Competency Analyses and new education formats for Technology and Business Trends
- Innovation-, People and Competency Management
- Sustainable and Smart Building Technologies

Career

- 2018-actual Innovation Manager at Siemens Professional Education
- Trendscouting and new Education Initiatives for Technology and Business Trends
- funding projects and publications (e.G. EIT) and networks (e.g. VDMA)
- 2008-2020 Lecturer Innovation Management
at TH Wildau, Steinbeis Hochschule Berlin (SIBE) and SRH BSM Berlin
- 2011-2017 Head of Siemens Technical Academy, Berlin
- Dual study program: Ass. Eng. Digital Systems + BoE
- SMSCP (Siemens Mechatronic System Certification-) and Internat. Employee Development Program
- 2002-2011 Siemens Corporate Technology, Munich
- EIT Digital: Action Line Lead 'Smart Energy Systems'
- Teamleader: Innovation Capability & People Competence Management
- Senior Consultant at 'Innovation & Project Management'
- 2007 Promotion at BTU Cottbus
Market Research for Complex Systems at example of 'Intelligent Home'
- 1992-2001 Siemens Installation Technologies, Berlin, Erlangen
- Technical Promotor Bus Systems (EIB/KNX)
- Strategic Marketing at Headquarters
- 1992/1999 Dipl. Ing E Technik, TU Dresden; Dipl. Ing Wirtschaft, TFH Wildau

Research/Artistic Activities

Trend Scouting and Foresight in context of Sustainability requirements; Competencies for Sustainable Technologies and innovative Education formats



Prof. Dr. Gerrit Tamm

Berlin School of Technology

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



Prof. Dr. Frank Wolter

Berlin School of Technology

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

Research/Artistic Foci

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

Career

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

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

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

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

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

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

Research/Artistic Activities

- Sustainable transport solutions

- Connected solutions – energy - mobility – data

- Mobility solutions for rural areas, less populated districts

Research Associates at the SRH Berlin School of Technology



Uduak Bassey

Berlin School of Technology

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

Research/Artistic Foci

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

Research/Artistic Activities

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



Saiful Islam

Berlin School of Technology

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

Career & Research Activities:

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



Himanshu Dilip Khadse

Berlin School of Technology

- Research Associate in the Field of Electrochemical Recycling Technologies and Waste Management
- Member of the Institute of Applied Resource Strategies

Research/Artistic Foci

Himanshu Dilip Khadse is a Mechanical Engineer who has completed his master's degree in renewable energy and waste management. He works in the field of recycling technologies and circular economy. The goal of his research is to design new recycling technologies employing green chemistry and circular economy approaches.

Research/Artistic Activities

Currently, Himanshu Dilip Khadse is working on developing a sustainable recycling process for technology metals from electronic scrap, focusing indium and gallium metals under the framework of SRH Lighthouse project. The project aims to develop an innovative, cost-effective, and profitable recycling technology for WEEE recycling and technology metals recovery (focus: indium and gallium) from an industrial perspective. The project will also investigate and highlight the potential of the electrochemical process in the field of recycling. The aim is to achieve maximum sustainability in recycling by applying green chemistry concepts. This means the use of environmentally friendly chemicals and low energy consumption. Conventional recycling processes are energy-intensive and highly polluting.



Thomas Pfeiffer, Dipl.-Ing.

Berlin School of Technology

- Research Associate of the Engineering Program

Research/Artistic Foci

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

Research/Artistic Activities

Thomas Pfeiffer's dissertation is about the urgency of climate change mitigation with the working title, "Methodology Optimization of Introducing and Replicating Innovative Technologies in the Global South". His research examines the conditions under which introduced technologies replicate the most in low- and middle-income countries with fewer

infrastructures. The effectiveness and sustainability of technology replication by academic, economic and developmental means depends on variables such as investment and operating costs, demonstration of usefulness and level of technological sophistication, and user's level of education. The aim of the research is to find an optimal way of introducing RE technologies by studying and evaluating cases under the influence of such variables.



Klaus Schwarz

Berlin School of Technology

- Research Associate of Mechatronics

Research/Artistic Foci

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

Research/Artistic Activities

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

4.3 Professors and Research Associates at the Dresden School of Management

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Prof. Dr. Hannes Antonschmidt

Dresden School of Management

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

Research/Artistic Foci

Prof. Dr. Hannes Antonschmidt is Professor of International Hotel Management and Head of the Institute of Global Hospitality Research (IGHOR) at Dresden School of Management. He holds a bachelor's degree in business economics (minor Politics and Administration) from the University of Potsdam and a master's degree in management accounting from the University of Abertay Dundee (Scotland). Prof. Dr. Antonschmidt earned his PhD in Business and Socioeconomic Sciences with distinction at Modul University Vienna (Austria). His research interests are sustainability, innovation, 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 Journal of Cleaner Production, 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 were renowned public and private institutions along all stages of the tourism value chain. 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. His current research investigates the conditions for the adoption of sustainability innovations in the service context.



Prof. Dr. Hartwig Bohne

Dresden School of Management

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

Research/Artistic Foci

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

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

Career

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

Research/Artistic Activities

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

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



Prof. Dr.-Ing. Vanessa Borkmann

Dresden School of Management

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

Research/Artistic Foci

Prof. Dr.-Ing. Vanessa Borkmann focuses her research on technological, digital, societal and ecological trends and innovations in hospitality & tourism, on the scientific development of future scenarios, concepts and solutions for hotels, museums and real estate and the design of smart work and living environments, on smart services innovation and process optimization, on the identification of specific needs and requirements of customers or employees as well as research on influencing factors (behavioral and environmental) to enhance wellbeing, creativity and psychological stress and strain. More information: www.futurehotel.de | 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 research 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 manager, she was responsible for the building design process (e.g. Virtual Architecture Engineering), the planning of the multi space office environment and the conception of the laboratory "Urban Living Lab". From 2014-2018, she worked on her doctoral thesis at the Department of Mechanical Engineering at the University of Stuttgart on the topic "Development of a model for the psychological stress and strain of business travellers during hotel stays". In 2019, she was appointed Professor of Tourism with a focus on Hotel Management at the SRH Berlin University of Applied Sciences. At the same time, together with Sofia Widmann from Museum Booster, she started the international joint research project "Future Museum" with 23 project partners from 6 countries, where she is designated head of research. She chairs

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



Prof. Dr. Susanne Gellweiler

Dresden School of Management

- Professor of International Event Management

Research/Artistic Foci

Event Management related topics

Career

Academic and professional qualifications

- Postgraduate Certificate in Learning and Teaching in Higher Education, 2013, Liverpool John Moores University
- Doctor of Philosophy, 2011, Looking through the kaleidoscope: perspectives on the lived experiences of sport event volunteering, Bournemouth University
- MSc Events Management, with distinction, 2006, Bournemouth University,
- BA (Hons) International Hospitality and Tourism Management, 1st, 2005, Bournemouth University
- Swiss Higher Diploma in Hotel Management, 2004, IHTTI School of Hotel Management Neuchâtel/Switzerland
- International Tourism Management Assistant, 1996, ANGELL College for Tourism Management Freiburg/Germany
- Tourism Operation Assistant, March 1994, Institute of Tourism Studies and Foreign Languages Munich/Germany

Past employment & appointments

- 09/2018 – 09/2020 Senior Lecturer in Events Management at University of Applied Sciences Kufstein Tirol GmbH
- 08/2009 – 09/2018 Senior Lecturer in Events Management at Liverpool John Moores University
- 09/2006 - 07/2009 Sessional lecturer for MSc Events Management (modules: Events Principles and Practice; Events Management) and BA (Hons) Leisure marketing modules: Events Management; Dissertation), Bournemouth University
- 04/2005-09/2005 Assistant Hotel Manager Relief/Restaurant Manager Relief, Global River Cruises (GmbH), Basel/Switzerland
- 02/2005-04/2005 Chef de Rang, Le Vieux Manoir, Murten/Switzerland
- 08/2000 - 11/2002 Senior Receptionist/ Reception Manager, Fred Olsen Cruise Lines Ltd
- 01/1999 - 07/2000 Head Receptionist /Night Auditor/Crew Purser, Dreamline Cruises Inc.

06/1998 - 10/1998 Chief Purser Relief/1st Purser Relief, Saga Shipping Ltd.

06/1997 - 05/1998 1st Purser/Chief Purser, Star Clippers Ltd.

03/1997 - 06/1997 Tour Guide, FroschTouristik GmbH

07/1996 - 02/1997 Guest Relation Officer, Reethi Rah Resort, Maldives

Past Administrative roles at Liverpool John Moores University

- Programme Manager for the School of Sport Studies, Leisure and Nutrition (Faculty of Education, Health and Community)
- Programme Leader for MSc International Events Management
- Admission Officer for MSc International Events Management
- Assessment Office Coordinator
- Assessment Officer for Tourism, Events and Food Studies programmes in the School of Sport Studies, Leisure and Nutrition
- Link Tutor for Foundation Degree Tourism and Hospitality
- Internal examiner for Tourism and Leisure Management, School of Sport, Liverpool John Moores University, 2014 - 2018
- Module leader for various modules

PhD Research Supervision

- Supervision of two PhD students at Liverpool John Moores University: one as Director of Studies and one as second supervisor, 2016 – 2018
- Supervision of Bachelor and Master theses since 2008

Involvement in the validation of Master and Bachelor programs

- BA Hons Event Management, Liverpool John Moores, 2010-2011
- MSc International Events Management, Liverpool John Moores University, 2014-2015
- MSc International Events Management, Liverpool John Moores University, 2015-2016 (alignment to Academic framework 2016-2017)
- BA Hons Event Management, Liverpool John Moores, 2016-2017
- BA Sport, Kultur und Event Management (SKEM) & BA Sport, Culture & Event Management (SCEM), 2019-2020, FH Kufstein University of Applied Sciences GmbH
- MA Sport, Kultur und Event Management (SKEM) & MA Sport, Culture & Event Management (SCEM), 2019-2020, FH Kufstein University of Applied Sciences GmbH
- BA Internationales Tourismus & Event Management, Dresden School of Management, 2022-2023



Prof. Dr. Ute Kahle

Dresden School of Management

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

Research/Artistic Foci

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

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

Career

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



Prof. Dr. Farzaneh Soleimani Zoghi

Dresden School of Management

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



Prof. Dr. Matthias Straub

Dresden School of Management

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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

4.4 Professors and Research Associates at the Berlin School of Popular Arts

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Prof. Bene Aperdannier

Berlin School of Popular Arts

- Professor of Piano and Ensemble

Research/Artistic Foci

Lily Dahab; Lily Dahab + Orchestra; Jocelyn B.Smith; Bene Aperdannier Trio; Bene Aperdannier Solo

Career

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

Research/Artistic Activities

- Kurt Weill Fest Dessau, Concert with Jocelyn B.Smith
- Arrangements for Orchestra and Sextet, Lily Dahab
- Philharmonie Berlin, sold out Concert with Lily Dahab and Sinfonieorchester Berlin

- Konzerthaus Berlin, sold out Concert with Lily Dahab and Berliner Symphoniker
- Deutschlandfunk Kultur, feature, live Performance + Interview, solo piano
- WDR/Cosmo, feature, live Performance + Interview, with Lily Dahab
- Jakob Manz, ACT release presentation, Berlin, ZDF
- XJazz Festival, Berlin, Concert with Jocelyn B.Smith
- Jazzfestival Borkum, Concert with Atrin Madani
- Harbour Front Literature Festival, Hamburg, with Fanny Krug and Olli Schulz
- arrangements for limited series, ZDF Enterprises (eventually feat. Lady Gaga, just sayin' ...)
- Performances with Ronan Keating, Joy Denalane, James Blunt, The Voice of Germany
- Jazzkantine, Braunschweig, sold out Concert



Prof. Dr. Michael Beuthner

Berlin School of Popular Arts

- Professor of 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 head of study program 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. He is a member of the SOPA Council and of the examination board.

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.

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



Prof. Dr. Brigitte Biehl

Berlin School of Popular Arts

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

Research/Artistic Foci

Brigitte Biehl (Biehl-Missal)'s research brings together art, gender, management and leadership. This includes the use of artistic methods for leadership development and learning with film. She is widely published on aesthetics and management, marketing.

Career

Prof. Dr. Brigitte Biehl (Biehl-Missal) graduated from Goethe University, Frankfurt, and studied at Université Paris X Nanterre, and the University of Wales, Aberystwyth, UK. She also holds a certificate for teaching in higher education (PGCTHE). She worked at British Universities (University of Essex, Aberystwyth University) and at German business schools (BSP) and universities (FernUniversität in Hagen) and is invited for seminars and keynotes around the globe (Zhejiang University, Hangzhou, China; Sangmyung University, Seoul, South-Korea; KulturInvestKongress, Berlin). She was a guest professor at PSL Université Paris Dauphine, DRM Dauphine Recherches en Management, France; and a guest professor for Gender and Queer Studies at the Faculty of Business Administration and Economics at FernUniversität in Hagen. She continues working there part-time as a project-lead for "Gender and digital leadership" with the institute Arbeit-Bildung-Digitalisierung and researches Leadership Development with arts-based methods.

For her academic career, she benefits from her former work experience in Public Relations and Journalism.

Biehl is a Brain City Berlin Ambassador, and features in the 2022 Berlin academic campaign <https://youtu.be/MpJtc60aJLY>

Biehl is an associated editor of "Gender, Work & Organization" (Wiley) and the "Organizational Aesthetics" journal (Worcester Polytechnic University, USA), and a member in different professional bodies (EGOS, VIDA, InVisio, AACORN).



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. Dr. Dr. Dr. Marcel Bisges, LL.M.

Berlin School of Popular Arts

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

Research/Artistic Foci

Copyright and Media Law

Career

Doctor of Philosophy (Dr. phil.), Technical University, Berlin, 2022

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

Professor of copyright and media law, Berlin, 2013

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

Lecturer in copyright and media law, Berlin, 2012

Admission to the bar, Berlin, 2010

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

Second State Examination, Berlin, 2010

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

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

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

First State Examination, Berlin, 2006

Law studies in Düsseldorf, Hagen, Berlin and Hamburg

Studies of business administration in Berlin

Entrepreneurial activity in the Internet industry



Prof. Tilman Ehrhorn

Berlin School of Popular Arts

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

Research/Artistic Foci

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

Research/Artistic Activities

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

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

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

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

Websites: www.tilmanehrhorn.com, <https://www.youtube.com/user/TilmanEhrhorn/videos>, https://gumroad.com/tilman_ehrhorn, <https://www.instagram.com/tilmanehrhorn/>, <https://tilmanehrhorn.bandcamp.com>



Prof. Dr. Katrin Girgensohn

Berlin School of Popular Arts

- Professor of Writing Studies

Research/Artistic Foci

Writing, Higher Education Research

Career

Education:

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

Professional Experience:

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

Research/Artistic Activities

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



Prof. Pepe Jürgens

Berlin School of Popular Arts

- Professor of User Experience and Interaction Design

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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

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



Prof. Rolf Peter Kahl

Berlin School of Popular Arts

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



Prof. Robert Keßler

Berlin School of Popular Arts

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

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

Discography:

As Leader / Co Leader:

„Robert Keßler – Little People“ – GLM Records 2022

„Robert Keßler – Bloodline“ – GLM Records 2021

„Klezmeyers – Moravica“ – GLM Records 2017

„Klezmeyers – Emilias Lächeln“ GLM Records 2015

Robert Keßlers Goya – Jasmin“ YVP Records 2008

As a sideman:

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

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

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

"Elen Wendt - Elen" - 2015

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

"Son Madol - Sly Ranja Loca" Octason Records 2009

Video Release:

Robert Keßler Trio - [Hamburg Stream](#)

Robert Keßler Trio – [Mann Mann](#)

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

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

Robert Keßler Trio – EPK „Bloodline“ – 2021 - <https://youtu.be/C0Tqy-0raSw>

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

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

Robert Keßler Trio – I don´t need no doctor – 2017 - https://youtu.be/qVgkfF7_wuY

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

Research/Artistic Foci

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

Career

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

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

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

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

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

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

2009 - now Software developer, freelance

2004 - 2009 Working student, Native Instruments

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

2000 - 2001 Power electronics engineer, Linde AG

1996 - 2000 Apprenticeship as power electronics technician, Linde AG

Research/Artistic Activities

Publications

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

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

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

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

Talks

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

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

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

Workshops

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

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

Systematic Musicology (SysMus19), Berlin

2018 Controlling Sound through Body Movement, Superbooth Musikmesse, Berlin

Awards

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

Memberships

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



Prof. Robert Lingnau

Berlin School of Popular Arts

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

Research/Artistic Foci

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

Career

Academic career

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

Professional career

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

Research/Artistic Activities

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

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



Prof. Matthias Middelkamp

Berlin School of Popular Arts

- Professor of Theory of Music
Transmission and Acoustics

Research/Artistic Foci

Architectural acoustics, Large scale sound reinforcement, Immersive sound

Career

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

Research/Artistic Activities

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

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



Prof. Régine Provvedi

Berlin School of Popular Arts

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

Research/Artistic Foci & Activities

General:

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

Currently/Forthcoming:

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

Career

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

Awards

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

Festival Participation (inter alia)

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



Prof. Jörg Remy

Berlin School of Popular Arts

- Professor of Audiodesign

Career

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



Prof. Lars Roth

Berlin School of Popular Arts

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

Research/Artistic Foci

- Film
- Internet
- Interactive Applications
- AR/VR

Career

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

Research/Artistic Activities

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



Prof. Dr. Agnes Schipanski

Berlin School of Popular Arts

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

Research/Artistic Foci

Organizational development and New Work; Agile leadership and Competences; People & Culture Management; Corporate Culture and Generation Management

Career

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	Berlin School of Popular Arts (ehemals SRH Hochschule der populären Künste (hdpk) Professor of Media Economics
10/2013 – 04/2018	Berlin School of Popular Arts Head/director of the Institute of Education and Development in Creative Industries
04/2018 – 09/2019	Berlin School of Popular Arts, SRH Berlin University of Applied Sciences Vice-Rector
10/2019-10/2020	SRH Berlin University of Applied Sciences Entrepreneurship Ambassador
since 01/2022	Berlin School of Popular Arts, SRH Berlin University of Applied Sciences; Program Director of B.A. Media Management

Research/Artistic Activities

since 2019	Generation Management with focus on generation Y and Z, research project with students of the B.A. Media Management and the Master of Media Communication
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since 2018	Competence Development of future managers: New perspectives and economic significance
since 2017	Innovative organizational and management structures; as part of the course "Leadership and Change Management"; development of innovative start-up ideas with management structures



Prof. Marc Secara

Berlin School of Popular Arts

- Professor of Voice and Ensemble
- Program Director of B. Mus. Popular Music

Research/Artistic Foci

Lecturer at various voice conferences, such as:

- Hamburger Stimmtage
- Estill World Voice Symposium
- many courses in Voice Training

Researcher at Unfallkrankenhaus Berlin on "Gesangsbasierte Atemtherapie (GAT) bei Post- und Long COVID" (Direction: Prof. Dr. Anke Steinmetz)

Career

- Diploma "Diplom Gesangssolist", HfM "Hanns Eisler, Berlin
- Lecturer at HfM Weimer, HfM Hamburg, HfM Dresden
- Guest lecturer: Bundesjazzorchester
- Jury: Jugend Musiziert
- Prof. for Voice and Ensemble, SRH Berlin University of applied Sciences

Research/Artistic Activities

- Researcher at Unfallkrankenhaus Berlin on "Gesangsbasierte Atemtherapie (GAT) bei Post- und Long COVID" (Direction: Prof. Dr. Anke Steinmetz)
- Recording and performing artist



Prof. Dr. habil. Nadja Sennewald

Berlin School of Popular Arts

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

Research/Artistic Foci

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

Career

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

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

Research/Artistic Activities

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



Prof. Dr. habil. Katrin Starcke

Berlin School of Popular Arts

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

Research/Artistic Foci

- Psychological, behavioral, and biological reactions towards music
- Psychological, behavioral, and biological reactions towards gaming and board games.
- Emotion regulation through music
- Decision making and its psychological and physiological correlates
- Behavioral addictions and its psychological, physiological, and neural correlates

Career

Education

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

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

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

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

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

Positions

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

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

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

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

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

01/2017 - 09/2017 Maternity leave

12/2012 - 07/2013 Maternity leave

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

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

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

Research Activities

Currently, as a director of the Berlin Institute of Biomusicology and Empirical Research (BIBER), I investigate reactions during media usage. The BIBER is equipped with a laboratory, the Neurobiological Music Lab (NBML) with a modern NeXus-10 MKII (MindMedia). With the NeXus, I can measure various psychophysiological reactions, such as heart rate, heart rate variability, electrodermal activity, blood pressure, respiration, and temperature. One of my current research topics is the investigation of physiological and psychological reactions during gaming versus board game playing. This is a completely new approach to investigate the interconnection of digital gaming and board game playing and the project is kindly funded by the SRH as a Leuchtturmprojekt.

In addition, I currently investigate the possibility to regulate emotions with the help of music. I currently investigate the effectiveness of the Iso-Principle. The Iso-Principle comprises listening towards a piece of music which matches the listeners' current mood at first, and then gradually shift to music that represents a desired mood. For example, if individuals feel sad and depressed, they start with listening to a sad song, listening to less sad and more happy songs in between and end with a happy song. According to theoretical considerations, the mood of participants should shift to the desired mood along with the music. I was able to demonstrate the effectiveness of the Iso-Principle in healthy participants in two recent projects which were published in 2021 and 2023. Since the end of 2023, I conduct a study in which patients with affective disorders undergo music listening with the Iso-Principle or a control condition. Scientific support of the Iso-Principle in patients with affective disorders would have far-reaching consequences for music therapeutical options in patient groups. There is the potential to enhance patients' condition with a very low risk of negative side effects. This project is done in cooperation with a medical specialist for psychiatry and psychotherapy.

Furthermore, I investigate decision-making processes and their underlying psychological and physiological mechanisms in different situations. In a recent project which was finished and published in 2023, effects of chronic stress on emergency service personnels' decisions could be demonstrated. In a current project, I investigate the relationship between the physiological process of heart rate variability and decision making. First results show that heart rate variability changes during decision making, and that the height of heart rate variability affects the quality of the decisions. This project is done in cooperation with the Charité Berlin.



Prof. Rolf Teigler

Berlin School of Popular Arts

- Professor of Film and Television
- Program Co Director of Film und Fernsehen

Research/Artistic Foci

Filmmaking, script writing, film production

Career

2020 –	Professur, Studiengang Film und Fernsehen, SRH - University of Applied Sciences
2012 –2020	Professur, Studiengang Film und Fernsehen, DEKRA Hochschule für Medien
2006 - 2010	Entwicklung und Leitung des soziokulturellen Schauspielprojekts „Ensemble21“
2005 - 2010	Entwicklung und Leitung des soziokulturellen Medienprojekts „Institut21“
2001 -	Lehrtätigkeit an Filmhochschulen und Medienwerkstätten
2001 -	Dramaturgische Beratung, Entwicklung inhaltlicher Konzepte
1999 - 2011	der garten Filmproduktion, Autor, Regisseur und Produzent
1999 - 2011	Kurzfilme mit Strafgefangenen, Arbeitslosen, Migranten, Flüchtlingen
1992 – 2000	Tonmeister
1991 - 1992	Tonassistent
1982 - 1986	Filmkritiker für die Aachener Programmzeitschrift „Klenkes“
1981 - 1991	Cutter, Beleuchter, Kameramann

Artistic Activities

Films as director (selection)

2014	Tau`n woll (Dokumentarfilm, HD 52 Min) Im Auftrag der Niederdeutschen Bühne Neubrandenburg
2014	Niederdeutsch ist überALL (Werbespot, HD 2 Min) Im Auftrag der Niederdeutschen Bühne Neubrandenburg
2012	Der große Hamoudi (Spielfilm, HD, 13 Min) der garten Filmproduktion, Jost Hering Filme Festival for Human Rights - Barcelona, Paris, New York Filmfest Independent Days 2013 DVD bei www.missing-films.de
2011	Father: Wake Us in Passing (Literaturfilm, HD, 2 x 30 Min) der garten Filmproduktion, Edition eY
2010	Nachtweyhs Nacht (Spielfilm, HD, 15 Min) der garten Filmproduktion Filmfestival Provinziale Eberwalde
2009	Gebratene Tauben (Spielfilm, HD, 30 Min)

- Regie mit Maman Salissou Oumarou
 Vorführungen u.a: Mobile Beratung gegen Rechtsextremismus NRW; Libertäres Zentrum Magdeburg; Berlinale Talents; Utopiastadt – Rassismus unter uns
- 2008 Penthesilea Moabit (Digital, 52 Min)
 Literaturverfilmung nach Heinrich von Kleist
 Vorführungen in Kinos, Theatern und Galerien
 ZDF Theaterkanal; DVD bei Filmsortiment
<https://www.schulfilme-online.de/de/Sozialkunde/c/1222/Penthesilea-Moabit/p/165289>
- 2006 Jazz (Werbe Spot, DV, 60 sec)
 der garten Filmproduktion, Jazz Connection Neubrandenburg
- 2005 Opfer (Kurzfilm, DV, 30 min)
 S.T.E.R.N. GmbH, Quartiersmanagement Moabit West
- 2002 Frühstück ab 8 (Kurzfilm, DV, 30 min)
 S.T.E.R.N. GmbH, Quartiersmanagement Moabit West
- 2000 outlaws (Dokumentarfilm, 35 mm, 93 min)
 TV: ZDF, RBB Filmförderung; Mitteldeutsche Medienförderung,
 Kinoverleih: Basisfilmverleih / DVD bei basisdvd
<https://www.basisdvd.de/shop/pi3/pd43.htm>
- 1998 Wann ist der Mond eigentlich rund ? (Spielfilm, 16mm, 15 min)
 Chemnitzer Filmwerkstatt
 Festivals: Alpinale Vorarlberg; Weiterstadt; Verden; Lünen; Dresden, Berlin
 Interfilmfestival
 TV: MDR / 3Sat/ Filmverleih: Interfilm
- 1994 Der letzte Kempinski (Dokumentarfilm Beta SP, 92 min)
 Kamera und Co - Regie mit Walter Krieg
 Produktion: Kick Film



Prof. Ricarda Wallhäuser

Berlin School of Popular Arts

- Professor of Visual Communication and Graphic-Design

Research/Artistic Foci

Artistic Focus on collages and storytelling; practical work as a graphic designer

Career

- Studies of Visual Communication at Kunsthochschule Kassel, Meisterschülerin
- Work as Graphic-Designer and Art Director for Agencies and Publishers
- Work as artist with exhibitions in Germany and abroad

Research/Artistic Activities

- Artistic Activities
- Ongoing artistic practice
- Artistic studio and exhibitions
- Freelance Graphic Design Work



Prof. Matthias Welker

Berlin School of Popular Arts

- Professor of Media Management
- Program Director of Media Management

Research/Artistic Foci

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

Career

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

Research/Artistic Activities

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



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

Berlin School of Popular Arts

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

Research/Artistic Foci

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

Career

Education

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

Positions, Research and Teaching

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

- SS 2013 - WS 2013/14: Technical University of Braunschweig: Lecturer (Music Psychology/Music Education, Methods)
- WS2009/10 - SS 2012: University of Music Lübeck: Lecturer (Music Psychology/Music Education, Methods)
- 2002-2006: JLU Giessen: Deputy Head of the Department of Medical Sociology
- 2000-2007: JLU-Gießen: Research Assistant (Medical Psychology and Sociology)
- 1995-2000: JLU-Gießen: research associate: research and teaching (Medical Psychology)
- 1994-1995: JLU-Gießen: research associate (DFG) (Medical Psychology)

Research 2023

Impact of Music on Biopsychological Processes: The focus of my work are interindividual differences of emotional and biophysiological processes in the context of music, media and events (see literature and congress contributions). A special focus also lies on the construction and development of psychometric tests to measure involved variables that are used within these studies (e.g. IAAM: von Georgi et al., 2006, 2013; Gebhardt et al., 2019). In collaboration with the University of Vienna and the company Bosch, initial analyses and comparisons of electrical vehicle noises were also carried out and their emotional and cognitive effects investigated using a newly created measurement tool (Ambros et al, 2023). In autumn 2023, the "Brain on Game" research project was also launched with the support of SRH, which investigates the differences between emotional reactions to computer gaming and board games.

Emotion Modulation with the use of Music and Media: Here, both basic and applied research are in the foreground of interest (e.g., related to the effectiveness of music therapy (e.g., Gebhardt et al., 2019)), with emotion modulation strategies as a mediator variable being of salient importance (von Georgi et al., 2021). For example, recent research suggests that music influenced emotion in the context of the Corona pandemic (Wedel et al., 2021). This work is being done in collaboration with the University of Marburg, the Wiesloch Psychiatric Clinic, and a number of other partners. For example, recent work has also shown that music plays an important role in stress and emotion modulation in the workplace (Stracke et al., 2021; 2023). In addition, the IAAM data from the last 15 years was analysed in 2023 (n=5000). The focus here is initially on the construct-theoretical confirmatory testing of the questionnaire (Bötsch & von Georgi, 2023).

Music and Health: Research on pop musician-specific coping strategies, which has received only less attention in the literature to date. A psychological test (COMPAI) is already being validated and subjected to further analysis in the context of studies on musicians, students, and pupils and studies on musicians related stereotypes (Friedrich, et al., 2021; Walk et al., 2023).

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

in the phase of validation (e.g., Herr, 2021; Bötsch et al. 2021, 2022) Data is currently being collected for a comparative cultural study, which should be completed in March 2024.

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

Eartraining

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)



Carolyn Pliquet, M. A.

Berlin School of Popular Arts

- Research Associate of Prof. Dr. Michael Beuthner

Research/Artistic Foci

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

Research/Artistic Activities

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



Kirsten Ulbrich, M.A.

Berlin School of Popular Arts

- Research Associate of Prof. Dr. Michael Beuthner

Research/Artistic Foci

International Business Communication (B.A.), Specialization: Intercultural Communication, Foreign Language Linguistics (M.A.), Specialization: Digital Communication, Conversation Analysis

Research/Artistic Activities

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

4.5 Professors and Research Associates at the Berlin School of Design and Communication

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Prof. Nele Anders

Berlin School of Design and
Communication

- Professor for Illustration
- Program Director of B.A. Illustration

Research/Artistic Foci Illustration

Research/Artistic Activities

- Studied Illustration, Animation and Sequential Design at the Faculty of Arts, Manchester and the School of Art in Brighton, England (BA and MA).
- Awarded, among others, the 'Steven Ferrimond Award' by Manchester Metropolitan University and silver winner of the Manchester Illustration Competition 'Unleashed- The Best in the North', 2011.
- Participated in numerous international group exhibitions, including as a member of the New Breed Group Show/ Coningsby Gallery, London, and the Fore-edge/ Book Design at Brighton exhibition at the Grand Parade Gallery, Brighton.
- Working in Berlin as a freelance illustrator for international magazines as well as a member of the international illustrator collective FABULA.
- Since 2017 Nele Anders teaches as professor for illustration at the SRH Berlin University of Applied Sciences, Berlin School of Design and Communication.



Prof. Katrin Androschin

Berlin School of Design and
Communication

- Professor of Strategic Design
- Program Director of M.A. Strategic Design

Research/Artistic Foci

Strategic Design, Innovation, Design Thinking, Branding, Place Branding, Digital Strategies for Counterspeech

Career

- since 2002: Agency EMBASSY, Berlin, Founder and Managing Director: Experts for Brand Strategy, Design and Communication, Moderation of Change and Innovation Processes
- 2013-2016: University of Applied Sciences Dresden, Germany: Professor and Programme Director for Graphic Design
- 2008-2010: btk Berliner Technische Kunsthochschule, University of Applied Sciences Berlin: Professor for Corporate Design and Branding
- 2002-2008: Free University Bolzano – Bozen, Italy: Professor for Visual Communication in the Integrated Programme Product Design and Visual Communication
- 1992-2001: Employment in International Brand Consultancies as Designer and Design Director: FutureBrand, IconMedialab and MetaDesign, Berlin; Wolff Olins, London; Zintzmeyer & Lux (today: Interbrand), Zürich and Landor Associates, London and San Francisco



Prof. Dr. Arta Ante

Berlin School of Management

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

Research/Artistic Foci

2024 (in Vorb.) Art and Diversity in Berlin – Exploring the Diverse Artistic Scene of Berlin

Career

- 10/2021- 04/2022 – Interim Head of Study Program “International Business Administration”, Berlin School of Management
- Since 09/2020 - Founder and Director at the Institute for Cultural Diversity Studies., SRH University Berlin of Applied Sciences
- 09/2018 – 10/2021. Head of Study Programme “International Business Administration with Focus in Communication Management” Berlin School of Management, SRH University of Applied Sciences,
- Since 09/2017 - Professor for PR and Communication Management, Berlin School of Design and Communication
- 03/15 - 01/16 - Project Proposal Coordinator, Humboldt Universität, Presidential Department, Gender Equality Office, in the framework of EU Research and Innovation Programme, Category: Science with and for Society. 11 European Research Institutions/8 European Countries/2.3 Mio. Euros Budget
- 10/13 - 07/17 - Lecturer Economics and Law Department, Lecturing Focus: Fundamentals of Scientific Writing & Academic Coaching - HTW Berlin - University of Applied Sciences
- 04/15 – 12/2015 Postdoctoral Fellow/Berlin Equal Opportunities Programme Presidential Department, Gender Equality Office, Humboldt University, Berlin Research Focus: Scientific communication from the diversity management perspective; Systemic Communication Analysis; Editor of “Humboldt Equal Opportunity” Magazine; Public Relations and Event Management
- 05/11 – 05/13 Research Associate/ Lecturer, Economics Department, SRH University of Applied Sciences, Berlin 10/10 – 04/11 - Researcher/Project Coordinator/Trainer, CSS Project for Integrative Mediation (NGO), Berlin
- 01/08 – 10/08 Research Workshops Coordinator, PhD Graduate Centre, Faculty of Social Sciences Vienna University, Vienna

- 05/07 – 08/09 - Team Manager, 6th District, Juvivo Organization (Youth NGO), Vienna
- 01/05 – 12/05 - Office Assistant, External Relations Office, Austria Commercial Chamber (WKO), Vienna
- 04/01 – 10/02 - Program Manager, United Nations World Food Programme, Tirana
- 04/99 – 03/01 - Project Manager, IFRC, International Federation of Red Cross and German Red Cross, Tirana

Research/Artistic Activities

Company Projects

1. Title: Great Idea in collaborating with BASF to Elevate Pride Month Celebrations
In a dynamic collaboration with BASF, we aimed to amplify support for the LGBTQI+ movement during the global Pride Month at BASF Hub. Following the ethos of "We create chemistry," three interdisciplinary student groups generated creative and innovative ideas, with focus on the Berlin Company Run Event of the BASF as well as with the aim of transforming the upcoming BASF office space.

From theme-branded designs for runners' gear to innovative ideas like dance flashmobs and AI-designed mobile DJ stages, our creativity soared. The BASF communications team commended our efforts, recognizing that we exceeded all expectations.

2. Title: "Revolutionizing Oral Care: A Collaboration with Denttabs & Axel Kaiser"
In a game-changing collaboration with Denttabs, international SRH students undertook an artistic research project with focus on sustainability on oral care. Founder and CEO of the Company, Axel Kaiser's, challenged the students to create an innovative approach to change attitudes that are considered unhealthy so far and launch a new campaign with a more sustainable approach on TikTok. The students were provided with product samples and worked in teams with innovative approaches to create standout ideas, including a TikTok street interview format and an AI-generated video.

Midway, three ideas emerged, resulting in an AI movie commercial, a compelling interview reel, and a draft landing page. Denttabs awarded a perfect 10, acknowledging the students' depth and creativity. The collaboration continues for a live campaign later this year, highlighting SRH communications' integral role in this innovative project's success.



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 five 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" and "Crisis" 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.

Editorship and author of texts:

Publication artefakte 01: „Foreign and Foreignness – An Artistic Research Project“. Publishing year: 2018. ISBN: 978-3942648-25-7

Publication artefakte 02: „Design Thinking as a Method of social Innovation“. Publishing year: 2020. ISBN: 978-3942648-37-0

Publication artefakte 03: „Heaven above Beirut“ An Artbook on Photography. Publishing year: 2021. ISBN: 978-3-942648-38-7

artefakte 04: "Fashion and Sustainability" An Artbook about the future of Fashion

artefakte 05: "Book on Crisis" (in process). ISBN: 978-3942-648-41-7

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 photography and 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. Fotografie (German), B.A. Photography (English) and M.A. Photography (English). Since October 2019 Prof. Denz is Program Director Photography at SRH Berlin University of Applied Sciences.

Research/Artistic Activities

Since 2012, Prof. Denz has maintained an ongoing university partnership with the Fraunhofer Heinrich Hertz Institute, 3IT – Innovation Center for Immersive Imaging Technologies, Berlin: regular excursions with students, visits to demonstrators, prototypes, studios and labs (Volumetric Studio, 3D-Lab, Time-Lab), Stereo3D DCP cinema projections of students work (photo and CGI), prototype testing, numerous partner meetings, exhibitions of student work (3IT, re:publica), working students at Fraunhofer HHI.

Prof. Sebastian Denz conducts research in the field of spatial image media and develops stereoscopic cameras in large format. In artistic activities he seeks out his motifs in urban civilization's subcultures, which has its own signs, modes, and rituals. One of his recurring themes are so-called "postvirtual spaces", that oscillate between the continual and the digital, the natural and the artificial.



Prof. Marcus Fischer

Berlin School of Design and
Communication

- Professor of Brand Management
- Institute for Ludology

Research/Artistic Foci

Professor Marcus Fischer has over twenty years of practical experience in the field of brand staging, brand management and brand communication in connection with internal branding campaigns. In his research, he focuses on the effects of special didactic multisensory brand experiences for employees in order to increase commitment and identification with one's own brand. Among other things, this involves using gamified applications and interactive elements that can be experienced both in the analog, physical, and cross-digital realms (AR, VR, XR) to generate involvement in relation to value frameworks.

Career

Marcus Fischer, born in 1971, is Interior Designer (Dipl. Ing. Innenarchitekt, FH Hannover) since 1996. He is co-founder of dan pearlman - an agency for strategic creativity and works as creative consultant for dan pearlman brand architecture unit. The dan pearlman group is a Berlin-based group of owner-managed creative agencies with about 120 international and interdisciplinary employees, which was founded in 1999. The interior design expert is responsible for the creative direction of internal brand experiences/brand spaces on behalf of customers such as Roca, MTV, Mercedes-Benz, smart, Lufthansa, BMW, MINI, Maggi, Jägermeister, Allianz, Brillux, Schwäbisch Hall, Sartorius and uvex. In addition to his work as creative director, Marcus Fischer is involved in teaching for the preparation of young communication designers and interior designers. Since 2011 he has been professor for brand management and brand staging at the SRH University of Applied Sciences, BSDC (formerly design academy berlin).



Prof. Christopher Jung

Berlin School of Design and
Communication

- Professor for Communication Design

Research/Artistic Foci

Grafikdesign / Corporate-Design / Editorial

Career

Christopher Jung studied typography and book art at the Academy of Visual Arts in Leipzig. In 2004, he founded the design studio jungundwenig with Tobias Wenig. Christopher Jung's work has been awarded numerous prizes (e.g. Schönste Bücher, Plakatwettbewerb Chaumont, Joseph Binder Award, Short List Walter-Tiemann-Preis) and has been honored in national and international exhibitions. Since 2013, Christopher Jung and Studio Jung have been focusing on the design of art books, corporate designs, websites and posters - always with a strong content concept and the innovative use of typography, material and color. With this focus, Christopher Jung has been holding workshops and lectures at various universities and institutions dealing with contemporary graphic design since 2007: Teaching positions at the Staatliche Akademie der Bildenden Künste Stuttgart, Muthesius Kunsthochschule Kiel, Hochschule Würzburg-Schweinfurt, Bauhaus-Universität Weimar, Hochschule für Gestaltung Offenbach, Hochschule für Künste Bremen and from 2016 to 2018 teaching at the Hochschule Harz. Since October 2018, Christopher Jung has been Professor of Communication Design at the Berlin School of Design and Communication, SRH Berlin University of Applied Science



Prof. Dr. Jens Junge

Berlin School of Design and Communication

- Professor of Economics and Marketing

Research/Artistic Foci

Areas of expertise: Ludology

Career

- 1984-1987: Publishing house manager, argo Verlag- und Werbe GmbH and Mittelstandsverlag GmbH, Bonn
- 1987-1989: Studies in economics and history, University of Cologne
- 1990-1993: Studied business administration, majoring in marketing, Flensburg University of Applied Sciences
- 1996-2005: Doctorate at the University of Flensburg, Systems and Social Theory
- since 2008: Lectureships, among others at the Berlin School of Economics and Law, Flensburg University of Applied Sciences
- since 2011: Professor of Economics and Marketing at the Berlin School of Design and Communication, SRH Berlin University of Applied Sciences

Professional career and practice focus

- 1977-1987: Cartoonist, editor-in-chief of school and youth newspapers
- since 1986: Founding of Flying Kiwi Media GmbH, Dollerup, publishing house and publishing services
- since 1992: Founding of Glücksburger Konzepte GmbH, management consultancy, project manager until 1995
- since 1995: Foundation of Ticcon GmbH, Flensburg, Internet agency and technical service provider
- 1999-2007: Member of the overall board of BVDW e.V.(Bundesverband Digitale Wirtschaft, formerly dmmv), Chairman of Verband Digitale Wirtschaft Schleswig-Holstein (DiWiSH e.V.)
- since 2004: Founding of MCS SH GmbH, Flensburg, mobile applications, mobile marketing, marketing management until 2008
- since 2006: Foundation of Mediatrust GmbH & Co. KG, Flensburg and Berlin, operator of internet portals (among others www.spielen.de and game developer, managing director until today)

Research/Artistic Activities

Gameful design, game science organizational analysis, ludological management for companies and institutions, director of the Institute for Ludology.

Innovation history and management, strategic corporate management, branding and communication, corporate culture, digital transformation, member of the Institute for Entrepreneurship, Small and Medium-Sized Enterprises and Family Businesses (EMF Institute)

Systems, social and exchange theory in macroeconomic contexts, member of the Verein für Socialpolitik e.V. (Association for Social Policy).



Prof. Ralf Kemmer

Berlin School of Design and Communication

- Professor of Campaign and Communication Planning

Research/Artistic Foci

Failure Culture, Brand Building, Strategy, Brand Market-Research, Innovation, Startup Culture

Career

since 05.2017	Managing Partner, GfF, Gesellschaft für Fehlerkultur UG
since 10.2014	Professor for Campaign and Communication Planning, SRH Berlin University of Applied Sciences, Berlin School of Design and Communication PhD-adequate performance for research projects and studies in the field of implicit market research (see below)
since 09.2014	Initiator Fuckup Nights Berlin
since 01.2014	Events and workshops on error culture and innovation development Self-employed consultant, brand positioning, pol. communication, training of employees and executives, market research, strategic corporate management, campaign planning
01.2012 - 02.2014	Director Brand Strategy, Eye Square Marktforschung GmbH (associated with Kantar Group)
10.2008 - 11.2011	Planning Director, Publicis Berlin GmbH Member of the Executive Board Publicis Groupe worldwide
01.2006 - 11.2008	Self-employed, strategy / consulting / creative conception
10.2000 - 12.2005	Managing Partner, Advertising agency siebzehn04 GmbH (formerly: cutup.com)
01.1998 - 10.2000	Freelance: Consulting/Conception
04.1997 - 12.1998	Project manager, Scholz&Friends, Hamburg
<i>Studies:</i>	
08.2000	Graduation: Diploma Media Consultant with specialization in psychology, TU-Berlin
10.1995	Studies: Diploma in Media Consultant, TU-Berlin
	Intermediate diploma in psychology, FU-Berlin
10.1993	Studies: Diploma in Psychology, FU-Berlin



Prof. Gabor Kovacs

Berlin School of Design and Communication

- Professor for Digital Product Development

Research/Artistic Foci

Since 2006 he has been teaching at the design akademie berlin, SRH University of Applied Sciences for Communication and Design in the field of applied digital product development. As managing director of the H6 | Kommunikationsagentur Berlin, he and his team conceive and develop in the areas of interaction design, digital product development, web-based business software, content management systems, mass customising platforms and e-learning systems. In addition, he advises national and international agencies and companies such as AOK, VIACOM, Wolters Cluver and many other companies and start-ups. Prof. Gabor Kovacs is a qualified comms designer, MA media educator and head of the degree course in development.



Prof. Julia Leihener

Berlin School of Design and Communication

- Professor of Strategic Design
- Program Director of M.A. Strategic Design

Research Foci

Strategic Design Thinking, Design Research, Design Thinking Training, Innovation Methodology, Innovation Consulting, Critical Design, Media Competence in the Digital Society

Career

- 2016 - Present: Professor & Program Director Strategic Design at SRH Berlin University of Applied Sciences, Berlin School of Design and Communication
- 2006 - Present: Innovation Consultant: Freelance Trainer & Speaker at e.g. PEAK Berlin, Moccu Berlin etc.
- 2011 - Present: Design Thinking coach & consultant at HPI School of Design Thinking/ Design Thinking Academy: Professional Coach & Program Conception & Speaker
- 2012 - 2013: Scenario expert at 'Internet & Gesellschaft Co: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
- 2002 – 2004: Master of Arts, Design Products, Royal College of Arts, London
- 1995 – 2001: Diploma of Industrial Design: Product-und Prozessgestaltung, University of the Arts, Berlin

Research/Artistic Activities

Speaker & Panelist at international conferences/fairs/institutions:

- Time: 2001 – present
- Place: www.12.re-publica.de, www.ted.com, www.dasneuearbeitendna.com, www.hrm-forum.eu, www.service-design-network.org, www.fachmedien.de, www.thechangeleaders.com, www.communication-summit.eu, www.webinale.de, www.newthinking.de, www.pechakucha.de, www.bbc.com, www.fjordnet.com, www.ixds.com, www.meetup.com etc.
- Context: Innovation & Consulting community
- Activity: Public presentations about innovation approach, experiences at R&D of large cooperations, media competence, thumb generation, future mobility, digitalization ect.

Exhibitions & Awards:

- 'TOUCH. Le monde au bout des doigts', Fondation Claude Verdan, Lausanne, Switzerland, 2013
- 'TOUCH. Le monde au bout des doigts', Fondation Claude Verdan, Lausanne, Switzerland, 2013
- 'eEtiquette' @ MLove confestival - Passion. Inspiration. Future of Mobile, Schloß Beesenstedt, Halle, 2012
- 'Internationaler Deutscher PR Preis', eEtiquette - PR Campagne, Deutsche Telekom, Wiesbaden, 2011
- 'eEtiquette' @TED Global - the Stuff of Life, Edinburgh, Scotland, 2011
- 'Design Thinking@eEtiquette' - d.confestival, School of Design Thinking, Hasso Plattner Institut, Potsdam, 2011
- '100 Tage - 100 Ideen' - Opening Exhibition Creation Center, Hauptstadtrepräsentanz der Deutschen Telekom, Berlin, 2008
- Mobile Materials@Cebit, Siemens/BenQ Mobile, Cebit, Hannover, 2006
- 'Thups' @ Guggenheim, Guggenheim Museums Shop, Berlin, 2005
- 'Generations' - Rosenthal Design Award, Die Neue Sammlung - Design in der Pinakothek der Moderne, München, 2004
- 'Thup, a vessel for the thumbgeneration' - Bombay Sapphire Prize, Bombay Sapphire Foundation, London, UK, 2004
- 'Touch Me - Design & Sensation', Victorian & Albert Museum, London, UK, 2005
- 'European Way(s) of Life', SAD Carrousel du Louvre, Paris, France 2002



Prof. Dr. David Linner

Berlin School of Design and
Communication

- Professor for Applied Computer
Science

Research/Artistic Foci

Digital empowerment of the skilled trades to implement the energy transition; General Focus: Digital Transformation

Career

David holds a Diploma in computer science and a Doctor of Engineering. His academic and professional background focuses on digital transformation. He was a scientist at Technische Universität Berlin and at the Fraunhofer Institute for Open Communications Systems. After a short career as consultant, David co-founded in 2012 the online legal document service Smartlaw. After Smartlaw was acquired by Wolters Kluwer in 2014 David remained CTO and organized the scaling of platform, agile development team and processes in the context of a product relaunch. 2018 David was appointed to a professorship for applied computer science by the SRH Berlin University of Applied Sciences. In the same year he also started in the role of a CTO for the electrical planning service Noocoon, helping to shape the energy transition.

- Smarthome Team GmbH, Berlin; Chief Technology Officer, 06/2018 – 02/2024
- Wolters Kluwer, Global Platform Organization, Berlin, Technical Director, 04/2014 – 02/2018
- SmartLaw Media GmbH (Startup), Berlin, Chief Technology Officer, 12/2012 – 03/2014 - co-founder
- 7Moments UG (Startup), Berlin, Chief Technology Officer, 05/2011 – 11/2013 - part-time, co-founder
- Axel Spring AG (Welt Online), Berlin, Technical Project Manager, 07/2012 - 12/2012 – contractor
- Deutsche Telekom Innovation Laboratories (Deutsche Telekom AG), Berlin, Technical Project Manager, 02/2012 - 8/2012 – contractor
- Professor for Applied Computer Science, 05/2018, design akademie berlin
- Research Engineer, Fraunhofer Institute for Open Communication Systems, 10/2006 – 08/2010 part-time
- Research Associate, Technische Universität Berlin, 04/2006 – 01/2012
- Doctor of Engineering, Technische Universität Berlin, 01/2012
- Diploma in Computer Science, Technische Universität Berlin, 03/2006



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 Management (dual)

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 Design 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

- 2010 - Present: Professor of Innovative Communication | Berlin School of Design and Communication, SRH Berlin University of Applied Sciences
- 2001 - 2010: Lecturer | design akademie berlin
- 2009 – 2010: Lecturer | Industrial Design | Hannover University of Applied Sciences and Arts, Design and Media
- 2002 - 2005: Creative Director | 52 Nord Berlin
- 1999 - 2002: Art Director | Pixelpark Berlin + Paris
- 1998: Degree in Industrial Design | Hannover 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 of Marketing
- Member of the Institute for Ludology

Research/Artistic Foci

Marketing, Nonprofit & Social Marketing as well as Entrepreneurship

Career

He completed his studies in business administration at the TU Berlin and FU Berlin, graduating as Diplom-Kaufmann. He then completed his PhD at the FU Berlin in the field of entrepreneurship research. In addition, he participated in study visits and advanced training courses at Harvard Business School, Babson College and the University of St. Gallen, among others. He attended numerous international conferences, especially in the fields of entrepreneurship research, entrepreneurship education and social marketing.

Before taking up the professorship at SRH Berlin, he had several years of experience in teaching marketing at Bachelor's, Master's and MBA levels, including at the Berlin School of Economics and Law and the Institute of Management Berlin.

He has several years of experience in research activities, including as a senior researcher in various research projects of the European Commission and in externally funded projects of the Institute for Entrepreneurship, SMEs and Family Businesses of the Berlin School of Economics and Law.

He has more than 20 years of professional experience in various positions, including 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.

In university teaching, his focus is on marketing, i.e., strategic and operational marketing, but also on business model development and market entry strategies, entrepreneurship and social marketing.

For several years he has also been particularly interested in the field of "non-commercial" marketing, i.e., topics such as non-profit and social marketing, social business and political campaigning.

Annex I: Publications in 2023

A

- Arudpiragasam, K., Kannuri, T. R. K., Schwarz, K., Hartmann, M., & Creutzburg, R. (2023a). Improvement of vehicle accident detection using object tracking with U-Net. In *Symposium on Electronic Imaging, 2023*.
- Arudpiragasam, K., Kannuri, T. R. K., Schwarz, K., Hartmann, M., & Creutzburg, R. (2023b). Real-time pedestrian detection using radar-camera fusion and clustering. In *Proceedings Volume 12526, Multimodal Image Exploitation and Learning, 2023*.
- Augner, T. & Schermuly, C. C. (2023). Agile project management and emotional exhaustion: A moderated mediation process. *Project Management Journal*.
<https://doi.org/10.1177/87569728231151930>

B

- Bassey, U., Sarquah, K., Hartmann, M., Tom, A., Beck, G., Antwi, E., Narra, S. & Nelles, M. (2023). Thermal treatment options for single-use, multilayered and composite waste plastics in Africa. *Energy*, 270, 126872. <https://doi.org/10.1016/j.energy.2023.126872>
- Becker, T. (2023a). Warum steigen die Lagerbestände bei Industrieunternehmen. *Praxishandbuch Logistik*, Deutscher Wirtschaftsdienst - Wolters Kluwer Deutschland, Hürth.
- Becker, T. (2023b). Digital Business Process Transformation, *Factory Innovation*, 5.
- Becker, T. (2023c). Warum die SCM-Leistung in der Industrie sinkt, *Logistik heute*, 9.
- Becker, T. (2023d). Supply chain strategies in the VUCA world, *Journal of supply chain management, logistics and procurement*, 4.
- Becker, T. (2023e). Improving the SCOR model: Is the new SCOR Digital Standard a better process reference model? *Journal of supply chain management, logistics and procurement*, 2.
- Becker, T. (2023f). Lessons Learned from Nearshoring, Offshoring, and Reshoring production. <https://www.regrello.com/blog/lessons-learned-from-nearshoring-offshoring-and-reshoring-production>
- Becker, T. (2023g). Nearshoring, Far-shoring, Reshoring – What is your best offshoring option? <https://www.regrello.com/blog/nearshoring-far-shoring-reshoring-what-is-your-best-offshoring-option-llfq393r>
- Becker, T. (2023h). Offshoring a Manufacturing Process. <https://www.regrello.com/blog/offshoring-a-manufacturing-process>
- Becker, T. (2023i). How to Outsource a Manufacturing Process. <https://www.regrello.com/blog/how-to-outsource-a-manufacturing-process>
- Beuthner, M., Ulbrich, K., Leschzyk, D. K., Brand, F., Will, A., & Schulze, A. (2023). Multimodale Wissenschaftskommunikation in einer interaktiven Ausstellung. In D. Lengyel, & A. Bienert (Hrsg.), *Konferenzband 27. Berliner Veranstaltung der internationalen EVA-Serie, Electronic Media and Visual Arts* (S. 167 – 175). BTU Brandenburgische Technische Universität Cottbus-Senftenberg, Staatliche Museen zu Berlin - Preußischer Kulturbesitz, Deutsches Zentrum für Luft- und Raumfahrt e.V.
- Biehl, B. (2023a). *Gender und Leadership. Führung jenseits der Geschlechterklischees*. Springer. <https://link.springer.com/book/9783658425395>

- Biehl, B.** (2023b). 'Dracarys' for all: TV series and experiential learning. *Management Learning*, 54(2), 129-151. <https://doi.org/10.1177/13505076211053327>
- Biehl, B.** (2023c). Mit Film für Führung lernen. Interview. In: Kompetenzzentrum Kultur- und Kreativwirtschaft des Bundes (Hg.) Themendossier. *Weiterbildung und Qualifizierung in der Kultur- und Kreativwirtschaft*, 34-35. <https://www.kultur-kreativwirtschaft.de/KUK/Redaktion/DE/Publikationen/2023/weiterbildung-und-qualifizierung-in-der-kultur-und-kreativwirtschaft.html>
- Biehl, B.** (2023d): Film und Erfahrungslernen. Wie sich mit Filmen über Führung und Zusammenarbeit lernen lässt. *PADUA Die Fachzeitschrift für Pflegepädagogik, Patientenedukation und Bildung*, 18(1), 1-6.
- Biehl, B.** (2023e) Geschlechterstereotype in Unternehmen. Herausforderungen in der Kommunikation für Frauen und für Männer. In: Bentele G./Piwinger M./Schönborn G. (Hrsg.): *Kommunikationsmanagement* (Loseblatt 2001ff.), Köln, Beitrag 8.110, 1-28.
- Biehl, B.** (2023f) „Unmöglich, eine Frau zu sein“: Gender und Leadership im Barbie-Kinofilm. *Leadership Insiders*. <https://www.leadership-insiders.de/unmoeglich-eine-frau-zu-sein-gender-und-leadership-im-barbie-kinofilm/>
- Biehl, B. & Satama, S.** (2023). Popular culture and leadership. In Schedlitzki, D., Larsson, M., Carroll, B., Bligh, M. & Epitropaki, O. (Hg.) *The SAGE Handbook of Leadership* 2nd ed., 418-432. London: Sage. <https://us.sagepub.com/en-us/nam/the-sage-handbook-of-leadership/book277343>
- Biehl, B. & Schönfeld, K.** (2023). Writing differently with film: An animated video on gender, language and leadership. *Gender, Work & Organization* 30(5): 1611-1630. <https://doi.org/10.1111/gwao.12999>
- Bisges, M.** (2023). *Handbuch des Veranstaltungsrecht* (2. Aufl.).
- Bohne, H.** (2023a). Maßnahmen zur Attraktivitätssteigerung der Hotellerie als Wunscharbeitgeber. In H. Bohne (Hrsg.). *Arbeitswelt Hotellerie - Erfolgreiche Fachkräftegewinnung, kooperative Führungskultur und nachhaltige Personalentwicklung*. Erich Schmidt Verlag, S. 325-330
- Bohne, H.** (2023b): *Arbeitswelt Hotellerie - Erfolgreiche Fachkräftegewinnung, kooperative Führungskultur und nachhaltige Personalentwicklung*. Erich Schmidt Verlag
- Bohne, H.** (2023c). Chances and limits of corporate feelgood culture – case studies of German Hospitality Happiness managers and teams, 10th Advances in hospitality and tourism marketing and management conference, Rome, July 2023, conference proceedings, pp. 339-341
- Bomnüter, U., Hansen, N., **Beuthner, M.**, König, U. & Hennig-Thurau, T. (2023). More important than ever before? Assessing readers' willingness to pay for local news as a constituent for sustainable business models. *Journal Of Media Business Studies*, 1-24. <https://doi.org/10.1080/16522354.2023.2235942>
- Brommer, S., Berendes, J., Bohle-Jurok, U., Buck, I., **Girgensohn, K.**, Grieshammer, E., Gröner, C., Gürtl, F., Hollosi-Boiger, C., Klamm, C., Knorr, D., Limburg, A., Mundorf, M., Stahlberg, N., & Unterpertinger, E. (2023). Wissenschaftliches Schreiben im Zeitalter von KI gemeinsam verantworten. Eine schreibwissenschaftliche Perspektive auf Implikationen für Akteur*innen an Hochschulen. Diskussionspapier. https://hochschulforumdigitalisierung.de/wp-content/uploads/2023/11/HFD_DP_27_Schreiben_KI.pdf
- Bünthe, C.** (2023a). *So geht digital Marketing: Tools, Tipps und Trends Für die Praxis*. Springer Gabler. ISBN 978-3-658-42201-1.

- Bünthe, C.** (2023b). KI-basierte Ökosysteme – ein Blick in Wirtschaft und Marketing von morgen. In: Schuster, G. & Wecke, B.: *Marketingtechnologien – Innovative Unternehmenspraxis: Insights, Strategien und Impulse*, S. 21-29. Springer Gabler. ISBN 978-3-658-42293-6
- Bünthe, C.** (2023c). Vom Mad Man zum Math Man. *der Markenartikel*, 11, 34-37.
- Bünthe, C.** (2023d). Vom Mad Man zum Math Man. *Dental Marketing*, 4, 16-18.
- Bünthe, C.** (2023e). Vom Mad Man zum Math Man. *Healthcare Marketing*, 11, 44-46.
- Bünthe, C.** (2023f). Artificial Intelligence: The Revolution in Marketing. In: Hannig, U, Seebacher, U: *Marketing and Sales Automation: Basics, Implementation, and Applications*. Springer, Wiesbaden, 395-408.
- Bünthe, C.** (2023g). Marktforschungsstudie Künstliche Intelligenz – Die Zukunft des Marketings. Welle 1 (2018), Welle 2 (2019), Welle 3 (2021) und Welle 4 (2023). <https://kirevolution.com/>

C

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- Girgensohn, K.** (2023). Kollaboratives Schreiben. In S. Herfurth & E. Kaufholz-Soldat (Eds.), *utb MINT/Schlüsselkompetenzen: Wissenschaftliches Schreiben in den MINT-Fächern: Der Schreibratgeber für alle Texte im Studium*, 182–194. expert verlag.

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I

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Iliev, A. I. (2023c). Benefits And Security Challenges of Big Data. *Digital Presentation and Preservation of Cultural and Scientific Heritage*, 13, 169-180.
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K

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L

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M

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N

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P

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R

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S

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Annex II: Active Contributions and Participations in 2023

Prof. Katrin Androschin

Active Contributions:

- 2023 Expert Juror and head of Jury, Innovation Funding Programme »Creative Impact« of Austria Wirtschaftsservice (aws), the Promotional Bank of the Austrian Federal Government, Bundesministerium für Digitalisierung und Wirtschaftsstandort Österreich <https://www.aws.at/>
- Expert Juror for the Innovation Programme 2023/24 for Future Business Models and Pioneering Solutions (IGP) of the German Federal Ministry for Economic Affairs and Energy (BMWi), Call for Sustainable Innovation
<https://www.bmwk.de/Redaktion/DE/Artikel/Innovation/igp.html>
<https://www.bmwk.de/Redaktion/DE/Artikel/Innovation/IGP/igp-jury-erster-call-23.html>
- Expert Juror of the "Arthur Zelger-Preis für gute Gestaltung" 2023 and the „Arthur Zelger-Förderstipendiums" 2023, Austria
- Member of the 2023 Commission for the funding of innovative spaces »Dritte Orte« of the Protestant Church Berlin-Brandenburg-schlesische Oberlausitz (EKBO)
- Sven Ingmar Thies (Hrsg.). Teaching Graphic Design. Approaches, Insights, the Role of Listening and 24 Interviews with Inspirational Educators, Interview with **Prof. Katrin Androschin**, Edition Angewandte, Birkhauser, 2023,
<https://doi.org/10.1515/9783035626025>

Participations:

- Service Design Global Conference 2023 with students
<https://www.service-design-network.org/events/service-design-global-conference-2023-berlin>, Incl. Hosting of Side-Event Workshops at the BSDC
- Re:publica 2023 Conference with students
<https://re-publica.com/>
- Spiele Fachmesse Nürnberg 2023 with students
<https://www.spielwarenmesse.de/de/>

Prof. Arta Ante

Active Contributions:

- WTT Campus One - 29 November 2023, Stuttgart, Germany
Webinar: "Fostering Diversity in Your Team"
WTT CampusONE in Ludwigsburg hosted an expert interview with Prof. Dr. Arta Ante Diversity & Inclusion expert, as Executive Director of the Institute for Cultural Diversity Studies. WTT CampusOne specialises in e-learning for Medium Enterprises

with focus on the energy sector. The interview emphasized the necessity of authentic commitment to diversity initiatives integrated into a company's culture for future success.

Critical aspects were tackled, offering a balanced exploration of this important topic. Engaging information that went beyond the surface, exploring both the positive impacts and potential challenges associated with fostering diversity in your team as well as discovering the myriad benefits that it brings to our society and organizations and the importance in the workplace. The Webinar was open to the public and was posted on the Social Media and the Website of the Insitute at LinkedIn.

Participations:

- POSITIONS Berlin Art Fair + a special Friday Night at the gallery. 14-15 September
- TOMORROW: Benefit Art Auktion and Carina Linge in Berlin! - JARMUSCHEK+PARTNER
- Ausstellung und Gespräch mit Doreen Trittel und Susanne Haun in Berlin Weissensee – 4 Oktober
- Ausstellung I NEED A THICKER SKIN mit Malereien aus den letzten 16 Jahren von LARS THEUERKAUFF – Galerie Tammen, August 2023
- Workshop Linolschnitt - DAS PRINZIP DER VERLORENEN FORM in der Galerie Orange – July 2023
- Workshop " Abstrakte Kunst mit Akryl! - Urban Arts Kids – Juni-July 2023
- Exhibition - Time Space Existence -Palazzo Bembo, Palazzo Mora & Marinaressa Gardens. Venice, Italy in cooperation with European Cultural Centre – June 2023
- Ausstellungsserie PORTRAIT I – III – bei TAMMEN GALERIE Berlin Juni 2023
- Einzelausstellung - HAPPY-GO-LUCKY von Katharina Stadler in der Galerie Jarmuschek + Partner. May 2023

Prof. Hannes Antonschmidt

Active Contributions:

- EuroCHRIE Vienna 2023. Changing Realities. New Opportunities. Vienna, Austria, October 3 – 6, 2023. Workshop on Risk Management in Hospitality.

Participations:

- Forschungsbeiratssitzung DWIF e.V., München, Germany, May 15, 2023
- Internationale Tourismusbörse, Berlin, Germany, March 9, 2023

Prof. Benedikt Aperdanner

Outstanding scientific and/or artistic achievements in 2023:

- Arrangements and performance: Lily Dahab Band + Sinfonieorchester Berlin, Berliner Philharmonie, October 2023

Prof. Claus-Dieter Bandorf

Active Contributions:

- 2023
 - CHIN MEYER, German Comedian
 - Musical director and Pianist
 - Premiere of new Show GRÜNE KOHLE
- August 2023:
 - BAVARIAN FIRST HERD Landesjugendjazzorchester Bayern
 - Coaching for Concert w/ NEW YORK VOICES, Marktobendorf (D)
- August 2023:
 - NEW YORK VOICES International Vocal Jazz Camp
 - Teacher, Pianist and Bandleader, Marktobendorf (D)
- September 2023:
 - HELLAZZ Vocal-Jazz-Workshop
 - Teacher, Pianist and Bandleader, Lefokastro (GR)

Uduak Bassey

Active Contributions:

- Uduak Bassey, Alex Bowles, Geoff Fowler, Abasi-ofon Tom, Gesa Beck, Satyanarayana Narra, Michael Nelles, Michael Hartmann; Investigation of products from thermal treatment of real-world mixed single-use and multi-layered waste plastics. Presented in the *10th International Conference on sustainable solid waste management*.
- Uduak Bassey, Abasi-ofon Tom, Udemeobong Okono et al. Characteristics and management of municipal solid waste in Uyo, Akwa Ibom State, Nigeria, presented in the *10th International Conference on sustainable solid waste management*.

Prof. Dr. Gesa Beck

Active Contributions:

- Organisation of the Symposium "Interdisciplinary Education for Sustainable Development", December 2023, Berlin.
- Organisation of the DGM "Sustainability and Life Cycle Modelling Training Workshop", November 2023, Berlin.
- Organisation of two technical committee meetings of the DGM technical committee "Circular Materials", November 2023 (Berlin) and September 2023 (Frankfurt).
- International conference FEMS-EUROMAT, Frankfurt, September 2023, Topic Coordinator "Materials for Circularity and Sustainability"
- Organization of the Colloquium of the Berlin School of Technology at SRH Berlin University of Applied Science, every second Wednesday per months
- Presentation of SRH Berlin University of Applied Sciences, Greentech Festival, June 2023, Berlin

- Lecturing at "German Week " Granada (Spain) in May 2023
- "End-of-life vs. production waste NMC-111 cathode material in an electrochemical recycling process", M. Revello, B. Choi, A. Smith, G. Beck, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "Investigation of phytorecycling methods for recovery of metals contaminants from soil", B. Choi, K. Sarquah, M. Jelic, B. Meermann, P. Talwar, G. Beck, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "A social sustainability assessments method for emerging technologies", C. Walls, B. Choi, G. Beck, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "Delamination and recovery of materials from a thick film crystalline silicon photovoltaic panels", A. D'Souza, B. Choi, H. Khadse, G. Beck, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "Investigating a novel process of extracting materials from recycled photovoltaic panels to convert into feedstock for 3D printing of flexible substrate photovoltaics" A. D'Souza, B. Choi, H. Khadse, G. Beck, K. Gulia, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "Evaluating opportunities for refuse derived fuel in energy-based industrial symbiosis towards a circular economy", K.Sarquah, G.Beck, S.Narra, M. Nelles, E.Awafo, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "Rotatory drum electrode for electrochemical recycling of composite materials", H. Khadse, A. D'Souza, B.-K. Choi, and G. Beck FEMS-EUROMAT 2023, Frankfurt, September 2023.
- Phytorecycling method for recovery of metals from soil, K. Sarquah, B. Choi, A. D'Souza, M. Jelic, H. Khadse, B. Meermann, M. Revello, P. Talwar, G. Beck, FEMS Euromat 2023
- "Climatic effects of pyrolytic devices; application of an evaluation method for a comparative study", Pfeiffer, T. (Speaker)¹; Adam, C.²; Beck, G.¹; Gunza, N.¹; Hassan, M.¹; Khadse, H.D.¹; Perez Bracamontes, C.¹; Schnell, R.¹; Suryawanshi, R.¹, FEMS Euromat 2023

Participations:

- Intersolar Europe and ees Europe 2023, Munich, June 2023
- DGM-Day, Frankfurt, September 2023.

Outstanding scientific and/or artistic achievements in 2023:

- Managing Guest Editor of the Elsevier Journals "Resources, Conversation and Recycling", Special Issues "Materials Science and Engineering for Circularity: Challenges, Strategies and Solution"
- Member of the Scientific Committee for the FEMS-EUROMAT international conference 2023
- Reviewer for Volkswagenstiftung, DFG and EU
- Monitor for EU (4 Projects in the call HORIZON-CLA-2021-RESILIENCE-01-12)

- Audience Award, Startup-Grenke-Festival 2023 for ABCircular GmbH, Berlin.
- Best Poster Award Topics "Materials for Sustainability and Circularity", FEMS-EUROPAT 2023, Frankfurt.

Prof. Dr.-Ing. Torsten Becker

Active Contributions:

- 24.11.2023 Wie können wir unsere Prozesse mit der Nutzung von Low Code optimieren, BPM Summit, we-conect, Berlin
- 24.11.2023 Digital Strategy for The Supply Chain, WBI Food, Online Conference
- 17.11.2023 Using low code process automation for accelerating digital transformation, Global Supply Chain Summit, Berlin,
- 8.11.2023 Digital strategies for supply chain success, Supply Chain Management Strategies Summit, München
- 11.10.2023 Using low code process automation for accelerating digital transformation, ptn events, Online
- 26.7.2023 How to Automate Your Manufacturing and Supply Chain Business Processes, Webinar, Regrello
- 27.6.2023 Der Nutzen von Low Code Software für Smart Supply Chain Management, RETHINK! SMART MANUFACTURING, we-conect, Berlin
- 20.6.2023 Erfolgreich Aufträge für Build-to-Order(BTO)-Produkte abwickeln, Smart Variant Con, we-conect, Berlin
- 13.6.2023 Digitally Transform your Supplier Qualification Process, Webinar, Regrello
- 7.6.2023 Von der Risikoanalyse bis zum Beschwerdemanagement, Webinar
- 23.5.2023 Process Orchestration in Supply Chain, Webinar, Regrello
- 26.4.2023 Was fordert das Lieferkettengesetz außer Audits und Bescheinigungen? Webinar Travanleo
- 31.3.2023 Managing Global Supply Chain Risks in Complex Systems, Global Supply Chain & Logistics Summit, Amsterdam
- 28.3.2023 Bereiten Sie sich auf das Lieferkettensorgfaltspflichtengesetz vor Webinar, Travanleo

Outstanding scientific and/or artistic achievements in 2023:

- Subject matter expert for MIT Sustainability program
- Editor for Research & Development Journal

Prof. Dr. Michael Beuthner

Active Contributions:

- Beuthner, M., Schulze, A., & Will, A. (2023). *Multimodal Science Communication in an Interactive Exhibition*. Panel presentation on the international Conference Electronic Media and Visual Arts (EVA-Berlin), 30th of November 2023, Kulturforum Berlin.
- Bomnüter, U., Beuthner, M., Pliquet, C., & Ulbrich, K. (2023). *Sensemaking and Trust in Times of Crises: Journalistic Communication during the COVID-19 Pandemic*, panel

presentation on the 20. European Media Management Association Conference 2023 (emma 2023), June 7. – 9. 2023, University of Navarra, Pamplona (Spain).

- *#Krisenalltag – Kommunikation in der Pandemie/ #Everyday Crisis – Communication in the Pandemic*. Main and responsible organizer, curator, content creator and presenter of the exhibition, 13th of July – 15th of October 2023, Museum of Communication, Berlin.
- *Meet the Journalist: Claims, sources, classification. How fact checks provide orientation in the pandemic*. Moderation of the theme evening and discussion with media professionals Teresa Dapp (Editorial Director Fact Check, dpa) and Stefan Voß (Verification Officer), 05. September 2023, Museum of Communication, Berlin.
- Research Consortium Meeting Optimising risk and crisis communication of governments, authorities and public health institutions (MIRKKOMM), 19. January 2023, German Federal Institute for Risk Assessment, Berlin
- Milestone Meeting Optimising risk and crisis communication of governments, authorities and public health institutions (MIRKKOMM), 25. April 2023, German Federal Institute for Risk Assessment, Berlin
- Research Consortium Meeting Optimising risk and crisis communication of governments, authorities and public health institutions (MIRKKOMM), 12. June 2023, German Federal Institute for Risk Assessment, Berlin
- Research Consortium Meeting Optimising risk and crisis communication of governments, authorities and public health institutions (MIRKKOMM), 14. July 2023, German Federal Institute for Risk Assessment, Berlin
- Research Consortium Meeting *Optimising risk and crisis communication of governments, authorities and public health institutions (MIRKKOMM)*, 23. - 24. November 2023, German Federal Institute for Risk Assessment, Berlin
- Production-Meeting *#Everyday crisis – communication in the Covid-19 pandemic*, together with German Federal Institute for Risk Assessment, Museum for Communication and Garamantis, 21. February 2023, Museum for Communication, Berlin.
- Production-Meeting *#Everyday crisis – communication in the Covid-19 pandemic*, together with German Federal Institute for Risk Assessment, Museum for Communication and Garamantis, 15. March 2023, Museum for Communication, Berlin.
- Media-Project *“Yes, No, Perhaps”*, with SRH / SOPA students, production of an audio-podcast about modern dating, 5 episodes, April -July 2023, presented on SRH Instagram and on Spotify.
- Media Project *„Presseball Berlin”*, 14. January 2023, Grand Hyatt Hotel, Berlin. Planning, organization and responsibility for the media coverage of the ball with exclusive interviews with VIPs from culture, politics and business, project with SRH / SOPA students.

- Bomnüter, U., Beuthner, M., Pliquet, C., & Ulbrich, K. (2023). Social Media Actors as Communicators of Institutional Content during the COVID-19 Pandemic in Germany: Motivations and Strategies. Extended abstract on the submission to the 2024 International Communication Association Regional Conference "Human Tech Transition", Warsaw 2024.

Participations:

- Meet the Scientists: Risks, crises, communication. How security research contributes to the resilience of society. Exhibition and discussion with scientists from the Federal Institute for Risk Assessment, Bielefeld University, the Disaster Research Center (KFS) at the Free University of Berlin, the German Red Cross and the German Institute of Urban Affairs. 10. October 2023, Museum for Communication, Berlin.
- #Everyday crisis – communication in the pandemic", parliamentary evening with stakeholders from civil protection and disaster control, the Federal Office for Civil Protection and Disaster Assistance (BBK), the Federal Institute for Risk Assessment (BfR) and the German Committee for Disaster Reduction (DKKV), October 12, 2023, Museum for Communication, Berlin.
- Berliner Sommer Open Air, Berlin Music Commission (BMC), Veranstaltungshaus der Berliner Sparkasse, Wannsee, 29. August 2023.
- Jubiläumsfeier zum 15-jährigen Bestehen der Gesellschaft für Deutsch-Chinesischen kulturellen Austausch e. V. (GeKa e.V.), Humboldt Caree, Berlin, 14. September 2023.

Outstanding scientific and/or artistic achievements:

- #Krisenalltag – Kommunikation in der Pandemie/ #Everyday Crisis – Communication in the Pandemic.

He was one of two main and responsible organizers, curator, content creator and presenter of the exhibition, 13th of July – 15th of October 2023, Museum of Communication, Berlin.

This exhibition offered an interactive journey through the three years of the COVID-19 pandemic and presented initial research results from the joint project "MIRKKOMM". The central challenges were a) the transformation of knowledge using analog and digital forms and concepts of presentation forms and concepts in order to b) address a dispersed audience that has different prior knowledge and expectations and comprises different generations. A key aim was to raise awareness of the fact that research and science communication are something that directly concerns people in times of crisis and how necessary it is to look at the emerging synergy between science and (data-based) crisis communication. With an extensive supporting program, the exhibition offered target group-specific formats to create a lasting understanding of crisis communication. The exhibition was conceived as a blend of analog experience spaces, interactive projections and immersive worlds of experience and combined coordinated technology, consistent design, inspiring ambience and multimodal storytelling.

Furthermore, such an exhibition could only be realized through interdisciplinary cooperation in a functioning network and a choreographed interlocking of different areas of expertise. The research network of scientists from different disciplines met with museum makers, creative exhibition artists, motion and graphic design students, information design students, computer scientists, CMS programmers, lighting technicians and stage builders. In particular, there was also young, academic staff in it, who contributed their ideas and played a key role in the realization of the exhibition. Associated (media) partners facilitated data collection, the use of visual materials, while technical service providers realized the multimodal concepts. The fact that it is possible to manage such a high-profile exhibition in an ongoing research project is quite a novelty.

In addition, Kirsten Ulbrich (SOPA) contributed significantly to the success of the project as a research assistant. In total, more than 40 students from SOPA and BSDC were successfully involved in the project (design and videos for the exhibition).

Numerous media have reported on it and many museum visitors have seen the exhibition. An application has also been submitted for the DFG Communicator Prize 2024.

In addition to funding from the Federal Ministry of Education and Research, additional financial support totaling 150,000 euros was acquired in order to realize the project.

- **Artistic: Media Project „Presseball Berlin“**, 14. January 2023, Grand Hyatt Hotel, Berlin. Planning, organization and responsibility for the media coverage of the ball with exclusive interviews with VIPs from culture, politics and business, project with more than 25 SOPA students.

Prof. Brigitte Biehl

Active Contributions:

- Biehl, B. (2023) Gender at work: Learning leadership lessons from the Kardashians, 39th EGOS (European Group for Organizational Studies) colloquium, University of Cagliari, Sardinia, 6.7.
- Biehl, B. (2023) Teaching differently with film: Queering the business school pedagogy. GWO Gender, Work & Organization 13th International Interdisciplinary Conference: Marginalized gender identities – How can intellectual activism transform work and organization, Stellenbosch University, South Africa, 28.6.
- Projektionen Kinogespräche Positionen: BARBIE Diskurs 2, 28.9.2023 (mit Marcus Stiglegger) <https://podriders.de/episode/projektionen-kinogespraechе/positionen-barbie-diskurs-2> (Dauer: 1:03:15)
- Aytekin, V.; Biehl, B.; Şahin, R. & Schredl, C. (2023) Podiumsdiskussion: Picture a Scientist – Frauen* in der Wissenschaft, FH Südwestfalen und FernUniversität in

Hagen, Hagen, 29.11. [https://www.fernuni-](https://www.fernuni-hagen.de/universitaet/veranstaltungen/ver-2023-11-29-picture-a-scientist.shtml)

[hagen.de/universitaet/veranstaltungen/ver-2023-11-29-picture-a-scientist.shtml](https://www.fernuni-hagen.de/universitaet/veranstaltungen/ver-2023-11-29-picture-a-scientist.shtml)

- Biehl, B. (2023) Learning with film for leadership, Seminar on Methods for PhD students, Dipartimento di Management, Università Ca' Foscari Venezia, Venedig, Italien, 23.10.
- Biehl, B. (2023) Gender Perspectives on Leadership, Seminar on "Leadership in Contemporary Working Life" (PhD students), University of Turku, Finnland (Zoom), 22.9.
- Biehl, B. (2023) Gender Perspectives and Diversity, Equity, and Inclusion in Marketing. Erich Pommer Institut, Potsdam, 23.5.
- Berliner Symposium „Transformation gestalten: Digitaler Wandel, Fachkräftegewinnung und Neues Lernen“, Veranstaltet vom Forschungsschwerpunkt Arbeit-Bildung-Digitalisierung und dem Berlin-Büro für Transfer und Kooperation der FernUniversität in Hagen, Vertretung des Landes Nordrhein-Westfalen beim Bund, 7.12.2023 – Vorstellung eines Poster zu dem Projekt „Digitale Führung: Chancen jenseits der Genderfalle“ (in Kooperation mit der SRH Berlin) <https://www.fernuni-hagen.de/stz/berlin/buero-berlin/berlinersymposium2023.shtml>

Participations:

- He has visited a lot of seminars and exhibitions as part of his role as a Head of Studies and Director of IWK institute.

Outstanding scientific and/or artistic achievements:

- Seit Dezember 2023 ist er Associate Editor des Journals *Gender, Work and Organization* (Wiley): <https://onlinelibrary.wiley.com/page/journal/14680432/homepage/editorialboard.html> (GWO ist ein 3-star-Journal nach ABS-Liste und B im VHB-Jourqual, die am höchsten gerankte Gender-Zeitschrift der internationalen Managementforschung)

Prof. Dr. Hartwig Bohne

Active Contributions:

- EuroChrie 2023
- Örebro Conference on Gastronomy
- European Gastronomy Conference Stockholm
- Hotelschool The Hague Research Conference

Prof. Dr. Claudia Bünte

Active Contributions:

- Keynote Speaker on AI in Marketing
- OmFinCon-Konferenz (<https://lnkd.in/eGG4UT6p>) von financeAds DACH in Berlin
- Country Risk Conference von Coface in Vienna (<https://lnkd.in/eAsXDcfh>)

- International Advertising Association-Generalversammlung in Zürich (<https://lnkd.in/eMCPzZSE>)

Participations:

- Participant on the innovation journey to China from Future Candy GmbH in Nov. 2024

Bum-Ki Choi

Active Contributions:

- Exhibitor (SRH Berlin), Greentech Festival, 14 - 16 June 2023, Berlin
- "End-of-life vs. production waste NMC-111 cathode material in an electrochemical recycling process", M. Revello, B. Choi, A. Smith, G. Beck, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "Investigation of phytorecycling methods for recovery of metals contaminants from soil", B. Choi, K. Sarquah, M. Jelic, B. Meermann, P. Talwar, G. Beck, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "A social sustainability assessments method for emerging technologies", C. Walls, B. Choi, G. Beck, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "Delamination and recovery of materials from a thick film crystalline silicon photovoltaic panels", A. D'Souza, B. Choi, H. Khadse, G. Beck, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "Investigating a novel process of extracting materials from recycled photovoltaic panels to convert into feedstock for 3D printing of flexible substrate photovoltaics" A. D'Souza, B. Choi, H. Khadse, G. Beck, K. Gulia, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "Rotatory drum electrode for electrochemical recycling of composite materials", H. Khadse, A. D'Souza, B.-K. Choi, and G. Beck FEMS-EUROMAT 2023, Frankfurt, September 2023.
- Phytorecycling method for recovery of metals from soil, K. Sarquah, B. Choi, A. D'Souza, M. Jelic, H. Khadse, B. Meermann, M. Revello, P. Talwar, G. Beck, FEMS Euromat 2023
- Exhibitor at the Greentech Festival, Date: 14. – 16. June 2023

Participations:

- FEMS Euromat 2023, 03 – 07 September 2023, Frankfurt am Main
- First Student Scientific Symposium and Graduate Meetings of the Berlin School of Technology organized by Prof. Dr. Osvaldo Romero, Berlin, July 21, 2023

Outstanding scientific and/or artistic achievements:

- Einladung zu Woche der Umwelt im Park vom Schloss Bellevue durch eine unabhängige Jury berufen vom Bundespräsidenten für den 4. und 5. Juni 2024

Prof. Sebastian Denz

Active Contributions:

- **International Excursion Poland:** As part of the M.A. Photography Excursion Module, they traveled to Łódź in Poland with the entire photo class, incl. Prof. Sebastian Denz, Prof. Dr. Sarah Goodrum and Prof. Dr. Marek Pozniak from 14.06. to 20.06.2023. Within the framework of the long-standing university partnership with the Filmschool Łódź (<https://www.filmschool.lodz.pl/en/>), an international student exchange takes place. The trip is funded by the ERASMUS + programme. During this period, Filmschool Łódź will celebrate the 30th anniversary of its photography department, there will be an external photo festival (<https://fotofestiwal.com/2023/en/>) with an extensive programme for 10 days. They had an international student exchange, incl. lectures, have seen many exhibition openings and visited museums.

Prof. Azadeh Dindarian

Active Contributions:

- Talk: Azadeh Dindarian, "Achieving sustainability in supply chain through digitalisation", Symposium | Interdisciplinary Education for Sustainable Development 06.12. - 07.12.2023, SRH Berlin

Ivana Drazic

Active Contributions:

- Koch, J., Drazic, I., & Schermuly, C. C. (2023). The affective, behavioural and cognitive outcomes of agile project management: a preliminary meta-analysis. Presentation at the 21st EAWOP Congress in Katowice, Poland.

Alan D'Souza

Active Contributions:

- "Delamination and recovery of materials from a thick film crystalline silicon photovoltaic panels", A. D'Souza, B. Choi, H. Khadse, G. Beck, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "Investigating a novel process of extracting materials from recycled photovoltaic panels to convert into feedstock for 3D printing of flexible substrate photovoltaics" A. D'Souza, B. Choi, H. Khadse, G. Beck, K. Gulia, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "Rotatory drum electrode for electrochemical recycling of composite materials", H. Khadse, A. D'Souza, B.-K. Choi, and G. Beck FEMS-EUROMAT 2023, Frankfurt, September 2023.
- Phytorecycling method for recovery of metals from soil, K. Sarquah, B. Choi, A. D'Souza, M. Jelic, H. Khadse, B. Meermann, M. Revello, P. Talwar, G. Beck, FEMS Euromat 2023

Outstanding scientific and/or artistic achievements:

- Won 2nd place at First Student Scientific Symposium and Graduate Meetings of the Berlin School of Technology organized by Prof. Dr. Osvaldo Romero, Berlin, July 21, 2023, at SRH Berlin (Alan D'souza).

Prof. Richard von Georgi

Active Contributions:

- Ambros, S. Kuka, M., Czedik-Eysenberg, I. von Georgi, R. & Reuter, C. (2023). Fahrzeuggeräusche in Form und Farbe - Entwicklung eines Crossmodalen Ansatzes zur Erfassung Subjektiver Bewertungen von Elektrifizierten Fahrzeugen. 49. Jahrestagung für Akustik, DAGA 2023. Hamburg: 6.-9. März.
- Bötsch, I. & von Georgi, R. (2023). Revision of the Inventory for the Assessment of Activation- and Arousal Modulation through Music (IAAM). MediaPsych - 13th Conference of the Media Psychology Division (DGPs). Louxemburg: 8.-10-September.
- von Georgi, R. & Bötsch, I.: Erfassung der musikbezogenen Emotionsregulation: Testtheoretische Evaluation des Inventars zur Messung der Aktivations- und Arousalmodulation mittels Musik (IAAM). Jahrestagung der Deutschen Gesellschaft für Psychologie (DGM). Hannover: 8.-10. September.
- Starcke, K. & von Georgi, R.: Das Iso-Prinzip in einer experimentellen Grundlagenstudie. Jahrestagung der Deutschen Gesellschaft für Psychologie (DGM). Hannover: 8.-10. September.
- Schuessler, T. & von Georgi, R.: Musikselektion im Alltag: Eine Replikationsstudie und faktorielle Neukonzeptualisierung der musikbezogenen Kontrollüberzeugung im deutschen Sprachraum. Jahrestagung der Deutschen Gesellschaft für Psychologie (DGM). Hannover: 8.-10. September.
- Walk, R., Bötsch, I. & von Georgi, R.: Selbst- und Fremdbild von Fans und Musiker:innen unterschiedlicher Genres im Vergleich. Jahrestagung der Deutschen Gesellschaft für Psychologie (DGM). Hannover: 8.-10. September.
- Dammann, I., Loescher, K., von Georgi, R. & Gebhardt, S.: Die Bedeutung von Vertrauen in der Musiktherapie bei psychisch Erkrankten. Jahrestagung der Deutschen Gesellschaft für Psychologie (DGM). Hannover: 8.-10. September.
- Ambros, S., Kuka, M., Czedik-Eysenberg, I., von Georgi, R. & Reuter, C.: Shapes, Colors and Emotional Responses to Electric Car Driving Sounds in Terms of Personality. Jahrestagung der Deutschen Gesellschaft für Psychologie (DGM). Hannover: 8.-10. September.

Prof. Dr. Katrin Girgensohn

Active Contributions:

- Girgensohn, K. (2023). „Schreibwissenschaft – ein Einblick in eine junge Disziplin“ Keynote auf der 9. internationalen Konferenz „Schreiben im herkunftssprachlichen Unterricht“, Universität Darmstadt.

- Girgensohn, K. (2023). „Wie Sie Schreiben fördern können – und warum Sie es tun sollten. Praktische Anregungen auf der Basis von Schreibwissenschaft“
- Senatsverwaltung für Bildung, Jugend und Familie Berlin: Fachtagung für die Staatliche Europa-Schule Berlin und den Erstsprachenunterricht in Berlin.
- Girgensohn, K. (2023) „SKILL: A social science lab for inquiry-based learning with AI“ Conference of the European Association for Teaching Academic Writing, on Writing technology, thinking, and learning: What tutoring, teaching, and learning of writing mean in a digitalized university. Posterpräsentation. Winterthur (gemeinsam mit Margret Mundorf, Dorothea Horst, Margret Mundorf, Sassan Gholiagha. Jürgen Neyer, Mitja Sienknecht, Bernd Fröhlich, Dora Kiesel, Patrick Riemann, Benno Stein, Magdalena Wolska), Juni 2023
- Girgensohn, K. (2023) "Booksprints for students - teaching and learning collaborative writing", Conference of the European Association for Teaching Academic Writing, on Writing technology, thinking, and learning: What tutoring, teaching, and learning of writing mean in a digitalized university. Winterthur, Juni 2023. (gem. Mit Voigt, Anja, Rödl, Silka; Winkler, Lea-Liane; Schindler, Kirsten; Sennewald, Nadja; Brommer, Sarahl
- Girgensohn, K. (2023) „Textfeedback im Studiengang Kreatives Schreiben und Texten“, Workshop bei der Tagung „Textfeedback in Praxis und Forschung“ von gefsus, Forum Schreiben und GewissS, September 2023
- Girgensohn, K. (2023). „Laudatio“, Laudatio zur Ehrung der Gewinnerin des 1. Segeberger Preises. Jahres-Tagung Segeberger Kreis "L...CKEN. Über das Verschwinden". Bad Malente (gemeinsam mit Kirsten Schindler)
- Girgensohn, K. (2023). „Future Skills“. Workshop beim Symposium Interdisciplinary Education for Sustainable Development. SRH Hochschule Berlin, 7.12.2023
- Sind Hausbesetzungen Geschichte? Podiumsdiskussion Katrin Girgensohn (Ex-Hausbesetzerin, Professorin für Schreibwissenschaft; SRH Berlin), Andrej Holm (Ex-Hausbesetzer, Stadtsoziologe; Humboldt-Universität zu Berlin), Anette Klumb (Historikerin; Mainzer-Straßen-Archiv), Bastian Krondorfer (Bewohner Tuntenhaus Forellenhof 1990, Kurator), Jakob Mühle (Historiker; ZZF) und; Moderation: Christine Bartlitz (Historikerin; ZZF), 6.2.23, Schwules Museum Berlin
- „Bingo!“ Literarische Lesung gemeinsam mit S.C:H.R.E.I.B.Kraut, Buchhandlung Schatzinsel 20.01.2023

Participations:

- Gesellschaft für Angewandte Linguistik, Sektion Schreibwissenschaft, Johannes-Gutenberg-Universität Mainz, 20. – 22.09.2023
- University Future Festival 2023, „Heads Up!“, 26.-28.04.2023, hybrid
- Wahrheit (er)finden: Lesung der Erstsemester im Studiengang Kreatives Schreiben und Texten. 04.02.2023, SOPA Lounge

Prof. Alexander Iliev

Active Contributions:

- Computing Conference (SAI) 2023
- Future of Information and Communication Conference (FICC) 2023
- Digital Presentation and Preservation of Cultural and Scientific Heritage, Sep.2023, Burgas, Bulgaria

Prof. Robert Keßler

Active Contributions:

- Robert Keßler Trio:
 - Orania Berlin: 28.1.2023
 - Parstein Musikfestival: 24.6.2023
 - Jazzfest Kassel 28.10.2023
- Robert Keßlers Sons of the Preachermen
 - Orania Berlin: 25.2.2023/ 11.3.2023/ 15.4.2023/ 6.5.2023/17.6.2023/ 9.9.2023/ 7.10.23/ 18.11.2023/ 16.12.2023
- Vocal Invitation:
 - Berlin 8.3.2023
 - Berlin 14.3.2023
 - Berlin 1.7.2023
- Stolz und Vorurteile: Komödie am Kurfürstendamm:
 - 20.4.2023/ 21.4.2023/ 23.4.2023/ 26.4.2023/ 27.4.2023/28.4.2023/ 2.5.2023/3.5.2023/ 4.5.2023/ 5.5.2023/ 7.5.2023/ 16.5.2023/21.5.2023
- Klezmeyers:
 - Ars Legendi Preis: 25.4.2023
 - Berlin Humboldt Universität 21.11.2023
- Thärichens Tentett
 - 27.5. 2023 Schlot Berlin
 - 20.10.2023 Dortmund Domicil
 - 21.10.2023 Schwäbisch Gmünd
 - 25.11. 2023 Schlot Berlin
- European Trio feat. Matti Klein & Kaari Pavola
 - Berlin Orania 8.6.2023
- Trio Mayence
 - Potsdam 10.6.2023
 - Potsdam 1.7.2023
 - Berlin 21.9.2023
 - Berlin 27.9.2023
 - Berlin 30.9.2023
- Duo feat. Jan von Klewitz
 - Rostock 11.6.2023
- Oscars Delight

- Berlin SPD 13.6.2023
- Berlin Schönefeld 2.9.2023
- Matti Klein Trio
 - Orania Berlin 14.9.2023
- Robert Keßler Solo
 - Greifswald Universität 29.9.2023
- Polizeiorchester Brandenburg
 - Eisenhüttenstadt 10.11.2023
- Marc Secara Berlin Jazzorchestra
 - Wintergarten Berlin 11.12.2023

Himanshu Dilip Khadse

Active Contributions:

- Exhibitor (SRH Berlin) at Greentech Festival, 14 - 16 June 2023, Berlin
- Lecture at DGM Expert Committee meeting (Sustainability), Berlin Germany
- Lecture, FEMS Euromat 2023, 03 – 07 September 2023, Frankfurt am Main.
- "Delamination and recovery of materials from a thick film crystalline silicon photovoltaic panels", A. D'Souza, B. Choi, H. Khadse, G. Beck, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "Investigating a novel process of extracting materials from recycled photovoltaic panels to convert into feedstock for 3D printing of flexible substrate photovoltaics" A. D'Souza, B. Choi, H. Khadse, G. Beck, K. Gulia, FEMS-EUROMAT 2023, Frankfurt, September 2023.
- "Rotatory drum electrode for electrochemical recycling of composite materials", H. Khadse, A. D'Souza, B.-K. Choi, and G. Beck FEMS-EUROMAT 2023, Frankfurt, September 2023.
- Phytorecycling method for recovery of metals from soil, K. Sarquah, B. Choi, A. D'Souza, M. Jelic, H. Khadse, B. Meermann, M. Revello, P. Talwar, G. Beck, FEMS Euromat 2023
- "Climatic effects of pyrolytic devices; application of an evaluation method for a comparative study", Pfeiffer, T. (Speaker)¹; Adam, C.²; Beck, G.¹; Gunza, N.¹; Hassan, M.¹; Khadse, H.D.¹; Perez Bracamontes, C.¹; Schnell, R.¹; Suryawanshi, R.¹, FEMS Euromat 2023

Participations:

- FEMS Euromat 2023, 03 – 07 September 2023, Frankfurt am Main.

Outstanding scientific and/or artistic achievements:

- Jury committee member for First Student Scientific Symposium and Graduate Meetings of the Berlin School of Technology organized by Prof. Dr. Osvaldo Romero, Berlin, July 21, 2023

- Moderation of "symposium on Interdisciplinary education for sustainable development" at SRH Berlin
- Initiator and Active member for forming Berlin local group of "Young DGM" researchers.

Prof. Marco Kuhn

Outstanding scientific and/or artistic achievements:

- He got a funding from the Prototype Fund (BMBF) for the project CTRLABILITY – Kontroller für Menschen mit motorischen Einschränkungen – <https://prototypefund.de/project/ctrlability-kontroller-fuer-menschen-mit-motorischen-einschraenkungen/> – The project started 09/23 and is still running until 02/24

Prof. Julia Leihener

Active Contributions:

- Strategic Design Thinking Coach - Professional Track 2023, HPI d.school Potsdam, <https://hpi-academy.de/design-thinking-workshops>
- Online Lead Coach - Leading Remote Teams Workshops, HPI d.school Potsdam, <https://hpi-academy.de/leadership-workshops/>
- External assessor of FIBAA Akkreditierungs- und EDE Zertifizierungskommission, Brand Academy Hamburg <https://www.fibaa.org/>

Participations:

- Service Design Global Conference 2023 with students <https://www.service-design-network.org/events/service-design-global-conference-2023-berlin>
Incl. Hosting of Side-Event Workshops at the BSDC
- Re:publica 2023 Conference with students <https://re-publica.com/>
- Spiele Fachmesse Nürnberg 2023 with students <https://www.spielwarenmesse.de/de/>

Prof. Robert Lingnau

Active Contributions:

- Lingnau, Robert and Krass-Koenitz, Björn (01/23): "Steps Ahead #20" – Musicians get in dialog with a panel of editors and journalists, label and publishing representatives, songwriters and/or producers to introduce them to their music and receive immediate feedback.
- "Music Production in a Nutshell" – Six episodes of video tutorials on music production with a duration of approximately one hour each as well as a library of native African percussion sounds, accompanied by on-location video shootings, for public use as a

collaborative outcome of our DAAD-Project "SESDH" in cooperation with the University of Dar es Salaam, Tanzania.

Marta Revello

Active Contributions:

- Revello, M.; Choi, B.; Khadse, H.; Smith, A.; Beck, G., (2023, 3.-7.). *Comparison of End-of-Life and production waste of NMC111 cathode materials of batteries in an electrochemical process* [Poster Presentation]. FEMS Euromat 2023, Frankfurt, Germany. **Scientific Program: FEMS EUROMAT 2023 (dgm.de)**
- K. Sarquah, B. Choi, A. D'Souza, M. Jelic, H. Khadse, B. Meermann, M. Revello, P. Talwar, G. Beck, (2023, September 3-7), *Phytorecycling method for recovery of metals from soil*, [Conference Lecture], FEMS Euromat 2023, Frankfurt, Germany, **Scientific Program: FEMS EUROMAT 2023 (dgm.de)**

Outstanding scientific and/or artistic achievements:

- Best poster award at FEMS EUROMAT 2023 for area H: Materials for circularity & sustainability for Comparison of End-of-Life and production waste of NMC111 cathode materials of batteries in an electrochemical process (poster presentation), Frankfurt, September 2023. (Marta Revello)
- Third place in the First Student Scientific Symposium and Graduate Meetings of the Berlin School of Technology organized by Prof. Dr. Osvaldo Romero, Berlin, July 21, 2023 (Marta Revello)

Prof. Dr. Osvaldo Romero Romero

Active Contributions:

- Garcia Navarro, L; Carpio Camacho, A; Romero Romero, O; Wolf, S.F. Vocational Training by Skills: A Challenge for the Social Transformation of the Cuban Labor Market. Seventh scientific convention of the University of Manaby, Ecuador. 23 - 27 October 2023.
- Salas Vargas, N; Carpio Camacho, A; Romero Romero, O; Wolf, S.F. Continuing Training for Managers: Emerging Solution to Sustainable Development. Seventh scientific convention of the University of Manaby, Ecuador. 23 - 27 October 2023.
- Bernal Prado, M; Llanes Font, M; Romero Romero, O. A look at corporate sustainability in the Obras Trinidad Construction Brigade of the Sancti Spíritus province, Cuba. XIII International Congress on Organizational Competitiveness. October 18, 19 and 20, 2023 Portoviejo, Manabí, Ecuador.
- Romero Romero, O; Hartmann, M; Caraballoso Granado, K; Raab, M. Innovative integration of renewable energy and agricultural production as contribution on sustainable local development. Tropentag, "Competing pathways for equitable food systems transformation: Trade-offs and synergies" September 20-22, 2023. Humboldt University of Berlin.

- Bernal Prado, M; Llanes Font, M; Romero Romero, O. Management through sustainable processes: a systematic review in the sector of construction in Cuba. II International Congress of Transdisciplinary Research and Entrepreneurship (CIET). August 10-12, 2023 San José, Costa Rica.

Participations:

- Seventh scientific convention of the University of Manaby, Ecuador. 23 - 27 October 2023.
- XIII International Congress on Organizational Competitiveness. October 18, 19 and 20, 2023 Portoviejo, Manabí, Ecuador.
- Tropentag, "Competing pathways for equitable food systems transformation: Trade-offs and synergies" September 20-22, 2023. Humboldt University of Berlin.
- II International Congress of Transdisciplinary Research and Entrepreneurship (CIET). August 10-12, 2023 San José, Costa Rica.

Outstanding scientific and/or artistic achievements:

- A model for the integration of renewable energy and agriculture was developed for rural regions with an impact on a circular and green economy, which contributes to local rural development. This model has broad prospects for implementation in rural communities, and even more so in developing countries. The results of this model were presented at the Tropentag event in Berlin and are scheduled to be presented at the global food safety conference in Leuven, Belgium, as well as in the congress Universidad 2024 in Havana, Cuba.
- A course was created on the green and circular economy through the integration of renewable energy and agriculture, which was taught at two universities in Ghana and extracurricular at the BST.

Prof. Lars Roth

Active Contributions:

- Roth, L. (2023) On Scene, Cooperation and Exhibition with Internationale Filmfestspiele Berlin (Berlinale).

Prof. Carsten C. Schermuly

Active Contributions:

- AOW Konferenz in Kassel – Leiter eines Symposiums zu neuen Entwicklungen im Coaching

Outstanding scientific and/or artistic achievements:

- Wahl in die 40 führenden Köpfe des Personalwesens

Prof. Dr. Agnes Schipanski

Active Contributions:

- **Conferences:**
 - Panelist and discussant representing the universities at the presentation of the current medien.barometer of the cultural and creative industries on February 1, 2023; media:net, Berlin <https://www.youtube.com/watch?v=aWoRA3EnE28>
<https://www.medianet-bb.de/de/medienbarometer-2022-23/>
 - Schipanski, Agnes (2023): Führung in der Uni der Zukunft: Kompetenzorientierte Managementausbildung, Conference contribution on the 80th birthday of Prof. Dr. Ralf Reichwald, TUM Conference Center: May 12 to May 14.; Conference proceedings in preparation: „Die grenzenlose Unternehmung 8.0“
 - Schipanski, Agnes (2023a): Generation Management & Culture, Podcast mit Interviewerin Carina Sophie Röthke, veröffentlicht Januar 2023
 - <https://lets-talk-cultureboost.podigee.io/6-folge-5-generation-management-culture>
 - Schipanski, Agnes (2023b): Gelingendes Generationenmanagement mit Fokus auf die Generation Y und Z; Podcast mit Interviewer Joachim Schwichtenberg; triljen.com; veröffentlicht Januar 2023
<https://magazin.triljen.com/generationen-y-und-z-erreichen>
 - Schipanski, Agnes (2023c): „Leadership der Zukunft: Führungskompetenzen für eine innovative Arbeitsplatz- und Führungskultur“, Vortrag im Rahmen des She Means Netzwerkes am 4. Mai 2023
 - Schipanski, Agnes (2023d): „Generationenkonflikt – Wie können Seniors und Beginners den Arbeitsplatz gemeinsam gestalten?“, Impulsvortrag und anschließende Diskussionsrunde mit Young Professionals, 11. September 2023
 - Schipanski, Agnes (2023e): „Wie Frauen Netzwerken: Kompetenzen und Ansprüche“, Impulsvortrag im Rahmen der Entwicklung eines neuen Netzwerkformates der IHK Berlin am 12. Oktober 2023
 - Schipanski, Agnes (2023f): „Gelingendes Generationenmanagement“; Keynote bei NBC Universal – Universal Products & Experiences am 2. November 2023
 - Schüssler, T./ Schipanski, A./ von Georgi, R. (2023): Musikselektion im Alltag: Eine Replikationsstudie und faktorielle Neukonzeptualisierung der musikbezogenen Kontrollüberzeugung im deutschen Sprachraum. Jahrestagung der Deutschen Gesellschaft für Psychologie (DGM), Hannover: 08. bis 10. September
- **Congresses:**
 - Schipanski, Agnes (2023): „Netzwerke(N) für Erfolg und Wachstum: Verbindungen, Karriereentwicklung und persönliches Wachstum in der Arbeitswelt“; Lecture as part of the "Building Bridges" congress of the

Association of Event Organizers (VDVO) and Speakers Excellence, Berlin: June 30th <https://www.vdvo-buildingbridges.de>

- **Workshops:**
 - Schipanski, Agnes (2023): Workshop competence-oriented learning (CORE System: Competence Oriented Research and Education), SRH Campus Hamburg: June 24th

Participations:

- **Congresses:**
 - 1. Congress for Professionals in the cultural and creative industries, Berlin: April 18th, 2023
 - Data Debates #25: Trustworthy AI – Europe at the crossroads, Berlin: July 11, 2023
- **Workshops:**
 - PRAXIS-WERKSTATT 2023 „DIGITALE TRANSFORMATION DER ARBEIT“ from the Munich Circle (Münchner Kreis)
 - Part I: TRANSFORMATION DER ARBEIT DURCH KÜNSTLICHE INTELLIGENZ, September 29th
 - Part II: TRANSFORMATION DER ARBEIT – UND KOMPETENZEN, October 13th
 - Part III: TRANSFORMATION DER ARBEIT DURCH VIRTUELLE WELTEN, October 27th
 - IHK
 - Participation in the founding of the SHE@IHK Community, Berlin: June 20, 2023
- **Scientific Conferences:**
 - MIRKKOMM Vernissage for the exhibition, Museum für Kommunikation Berlin: July 13, 2023
 - MIRKKOMM Parlamentarischer Abend, Museum für Kommunikation Berlin: October 12, 2023

Prof. Marc Secara

Active Contributions:

- Many Concert Productions, for example at Laeishalle Hamburg, Theater der Wühlmäuse, Konzerthaus am Gendarmenmarkt, Deutsche Oper, Wintergarten Varieté. Collaboration with various Orchestras such as: Berliner Symphoniker, Marc Secara Orchestra, Deutsche Oper Band, Trio Weniger/Köhler/Secara
- Speaker at: Estill World Voice Symposium, Vienna, August 2nd-4th, 2023

Prof. Dr. Nadja Sennewald

Active Contributions:

- Sennewald, N.: Creativity, Psychology & Writing. Presentation and Workshop. European Association of Creative Writing Programmes (EACWP) Conference, Madrid, 06.05.2023.
- Sennewald, N.: Creative Writing Programmes in Europe: Present and Future. Panel Discussion. European Association of Creative Writing Programmes (EACWP) Conference, Madrid, 06.05.2023.
- Sennewald, N.: Kreative Tools für alle Fächer. Vortrag mit Workshop. Tag der Lehre an der SRH Berlin University of Applied Sciences, 07.06.2023.
- Sennewald, N.: Flip-Flop-Denken. Kreativität, fachliches Lernen und Schreiben. Wissenschaftlich erzählen – literarisch überzeugen. Vortrag zur Buchvernissage (D. Ammann, E. Altorfer, G. Bürki, A. Rickert (Eds.), Wissenschaftlich erzählen – literarisch überzeugen. Kreativ schreiben in der Hochschule). Pädagogische Hochschule Zürich. 30.11.2023.

Prof. Katrin Starcke

Active Contributions:

- Starcke, K. & von Georgi R. (2023). Emotionsregulation durch Musik: Das Iso-Prinzip in einer experimentellen Grundlagenstudie. 38. Jahrestagung der Deutschen Gesellschaft für Musikpsychologie (DGM), Hannover. Wissenschaftliches Poster.

Outstanding scientific and/or artistic achievements:

- Several ResearchGate Milestones, such as citation of my scientific work more than 2400 times within the national and international scientific community.

Prof. Jana Stolz-Römmermann

Active Contributions:

- Stolz-Römmermann, J., Kresse V.: Perception of Sustainable Issues in Hotel Staying by Generation Z: A Kano Perspective, International Conference on Sustainable Tourism Management, Kopenhagen (08/2023)

Participations:

- Reviewerin für die **7th International Conference on Sustainable Tourism Management (ICSTM), Kopenhagen (08/2023)**
- Track-Chair für den Track "Sustainable Tourism and Hospitality Management", 7th International Conference on Sustainable Tourism Management (ICSTM), Kopenhagen (08/2023)

Prof. Rolf Teigler

Active Contributions

- Symposium "Interdisciplinary Education for Sustainable Development"
 - 06. / 07. 12. 2023 SRH Berlin

- Lecture: "Short films on climate change. A cooperation between climate researchers and film students"
- Workshop: "Gateway to the Arctic IX"
 - Arctic in a changing world—a transdisciplinary approach
 - 13.-17.02.2023 in Versailles
 - Université Franco Allemand; Université Paris Saclay, Helmholtz-Forschungsverbund REKLIM; Alfred-Wegener-Institut, Helmholtz-Zentrum für Polar- und Meeresforschung; AWI KLimabüro

Lecture: "Homeplanet—a climate fiction short film—status quo"

Prof. Dr. Ian Towers

Active Contributions:

- Conference talks:
 - Towers, I. (2023). Precarity in television comedies: Giving up, fighting back, opting out. Cinematic Precarity Research Network, Exeter.
 - Towers, I. (2023). Incorporating Sustainability in Teaching Human Resource Management. European Symposium on Sustainability in Business Education, Research and Practice, Liverpool.
 - Towers, I. (2023). Implementing Sustainable HRM. SRH Sustainability Congress, Heidelberg.

Prof. Ricarda Wallhäuser

Active Contributions:

- MIRKKOMM (2023, July 13), Exhibition: #krisenalltag – Kommunikation in der Pandemie, Museum für Kommunikation, Berlin. On-Air Design and animations for the opening-stage with students of Visual and Interactive Media.
- Nutricia (2023, November 30): Presentation of an educational magazine for children with rare metabolic diseases, which was designed as part of an editorial design module with media design students.

The presentation took part as part of the digital training event: „Know & Grow: Aufklärung – Selbstmanagement – Empowerment für Kinder und Jugendliche mit seltenen chronischen Stoffwechselerkrankungen“.

Organisator of the event: Nutricia, Danone Deutschland GmbH

Participations:

- SRH Berlin (2023, December 6-7), Symposium | Interdisciplinary Education for Sustainable Development, Day 2 at ERP, Berlin

Prof. Markus Wente

Participations:

- KI – Kreation und Marketing, W&V Events, 28. März 2023
- Wie kann Customer Experience in einer hybriden Welt gelingen?, OMR & Zoom Seminar, 25. Juli 2023

Prof. Dr. Alexander Wulf:

Active Contributions:

- Annual Meeting of the German Law and Economics Association in Budapest. Presentation on the topic: "The Regulation of Electricity Supply Contracts: Maximising Incentives for Demand Response from Households to Support Germany's Energy Transition"