

**Institute for Industrial Organization**  
**Prof. Dr. Jürgen Weigand**

**Activity Report**  
**September 1, 2014 – August 31, 2015**

WHU – Otto Beisheim School of Management  
Burgplatz 2, D-56179 Vallendar, Germany



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# 1 Preface

Dear Readers,

We welcome you to review the activity report for the Institute of Industrial Organization for the year ending in August 2015.

This document provides the Chair's contribution from September 2014 through August 2015 as well as the involvement of the Strategy Research Network (SRN) organization and the Center for Responsible Leadership (CRL).




The Chair aims to generate and deliver value both for scholarly publications as well as in the classroom. Prior accomplishments as well as the ongoing research activities position the Chair to successfully leverage the research output.

During the year 2014-2015, Mr. Martin Prause (December 2014) successfully graduated from the doctoral program. Mr. Christian Underwood joined the team as a research assistant. Mr. Patrick Huber (since November, 2014) and Mr. Zeeshan Sultan (since March, 2015) continue their doctoral studies as external research assistants. We are very grateful for their contributions to the Chair's mission and would like to thank both of them for their endeavors.

## 2 The Team

Head of Chair	Honorary Professor	Associated Faculty Member
Professor Jürgen Weigand Juergen.weigand@whu.edu Tel: +49 261 6509-270	Professor David Audretsch Daudrets@indiana.edu Tel: +49 261 6509-273	Professor Carsten Zimmermann Zimmermann@sandiego.edu
		

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Adjunct Instructor		
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<b>External Research Assistant</b> Zeeshan Sultan Zeeshan.sultan@whu.edu Tel: +49 261 6509-275		
		

## **3 Academic Programs**

### **3.1 Courses, Fall Term 2014**

***Instructor: Professor Dr. Jürgen Weigand***

#### **Full-time MBA 2015**

Corporate and Competitive Strategy Tools (September 2014)

#### **Part-time MBA 2016**

Economics of Markets (November 2014)

Economics of Strategy (December 2014)

#### **Executive MBA (KW 18)**

Managerial Economics (November 2014)

#### **Executive MBA (KW 17)**

Global Elective Hong Kong (December 2014)

***Instructor: Professor Dr. Paul de Bijl***

#### **Bachelor of Science**

Microeconomics 1 (October-November, March 2014)

with Prof. Christina Günther

***Instructor: Martin Prause***

#### **Bachelor of Science**

Mathematics 1 (September, October 2014)

## **3.2 Courses, Spring Term 2015**

***Instructor: Professor Dr. Jürgen Weigand***

### **Full-time MBA 2015**

International Module: Bangalore, India (March 2015)

Leadership Credo (March 2015)

### **Full-time MBA 2016**

Personal Growth (April, June 2015)

Economics of Markets (May 2015)

Economics of Strategy (June, July 2015)

### **Part-time MBA 2015**

Corporate and Competitive Strategy Tools (January 2015)

Leadership Credo (June 2015)

### **Part-time MBA 2016**

International Module: New York, USA (June 2015)

### **Executive MBA (KW 17)**

Business War Game – Capstone (March 2015)

Competing in European Markets - EMBA Global Elective (May 2015)

***Instructor: Professor Dr. Paul de Bijl***

### **Master of Science**

Competition and Regulation (March-April 2015)



### 3.3 Special Education Programs

***Instructor: Professor Dr. Jürgen Weigand***

Theme: Competing in European Markets

Programs:

- Executive Education: GMP Plus (November 2014)
- Tepper School of Business at Carnegie Mellon University (March 2015)
- European Summer Institute Bachelors (May 2015)
- European Summer Institute MBA I & II (May 2015)

## 3.4 Theses

### 3.4.1 Full-time Master of Business Administration

**Vikrant Prakash**

*“Impact on U.S. Shale Oil Companies by Falling Oil Prices”*

**Pranay Rajgarhia**

*“Strategic evaluation of contract manufacturing growth opportunities for Grünenthal within the Latin American market”*

**Kalman Emry Wijaya**

*“Market Access Strategy for Multi-National Pharmaceutical Company in Pharmerging Market”*

**Summar Yousif**

*“Economics of emotions and ethical behavior: impact on business principles”*

### 3.4.2 Part-time Master of Business Administration

**Leonhard Gründer and Antonio Suels**

*“Business Plan: Intelligent Home Automation Platform”*

**Kristin, Heerlein**

*“Management and Leadership of Human Resources in German hospitals: An ignored area in the past – A critical focus area in the future?”*

**Boris Kuster**

*“Strategy definition for the bioethanol business unit of Nordzucker AG”*

**Tobias Lauckner**

*“The corporate strategy of Eon and RWE – A comparison of the strategy approaches and evaluation of options”*

**Khatereh Tadj**

*“Business Plan: HOCHTIEF PPP Solutions Latin America”*

**Moritz von der Ahe**

*“The German Leadership Process - How Military and Business Environments in Germany Could Learn From Each Other”*

### 3.4.3 Executive Master of Business Administration

**Steven Victor Turbes**

*“Strategic Blindspots of WW.1 War Plans and Implications for Modern Businesses”*

**Arnaud Valet**

*“Impact of Recycled Polymer on Virgin Polymer Market and Consequences for Cabot Speciality Compounds”*

**Beatrice von Brauchitsch**

*“Harmonizing the global talent management process – Key implementation challenges for business unit “springs and stabilizers”*

### 3.4.4 Disputation

**Martin Prause**

*“Serious Simulation Games in Industrial Organization: Exemplified Design, Implementation and Application”*

## 4 Research

### Working Paper

Prause, Weigand (2015), Industry 4.0 and Object-Oriented Development: Incremental and architectural change

Prause, Motohashi & Weigand (2015), Adoption intention determinants of advanced manufacturing innovations in small and medium size enterprises in Japan and Germany

## 5 Services provided to the School

### 5.1 Position and Committees (Prof. Weigand)

- Deputy Dean
- Associate Dean, Academic Programs
- Prorector Academic Programs
- Academic director Full-time MBA
- Academic director Part-time MBA
- Academic director Executive MBA
- Academic director Center for responsible Leadership
- Executive Committee
- Member of Board of Directors
- Member AOL Group
- Member of Post Experience Board of Examiners

### 5.2 New Year's Dinner

For the seventh time the Strategy Research Network (SRN) hosted the New Year's Dinner during the Campus for Finance Conference in January 2015. The dinner was attended by more than 70 executives from across industries and politics and they had the opportunity to listen Professor Herfried Münkler, political scientist and Chairholder in the Theory of Politics at Humboldt-Universität Berlin: "1914/2014: Die langen Wurzeln der jüngsten Konflikte in Europa und im Nahen Osten" ["1914/2014: The Long Roots of the Latest Conflicts in Europe and the Middle East"].

### 5.3 Contribution in the Research Seminar in Economics

#### **Marc Lerchenmüller**

*"Yale University Incentives in the Age of Knowledge Work: The Effect of Social and Financial Incentives on Knowledge Exchange and Combination"*

## 6 Services on Responsibility and Sustainability

***Instructor: Professor Dr. Weigand & Daniel Weninger***

- Part-time MBA 2014: Responsible Leadership Development (September 2014)
- Full-time MBA 2015: Responsible Leadership Development (March 2015)
- Part-time MBA 2015: Responsible Leadership Development (June 2015)