

Institute for Industrial Organization

Prof. Dr. Jürgen Weigand

Activity Report

September 1, 2013 – August 31, 2014

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 2014.




This document provides the Chair's contribution from September 2013 through August 2014 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 2013-2014, Dr. Christina Guenther assumed the role of a Professor at the IHK Chair of Small and Medium Sized Enterprises. Additionally, Mr. Peter Kreutter (May 2014), Mr. Marc Lerchenmueller (October 2013) and Mr. Christopher Oster (July 2014) successfully graduated from the doctoral program. Furthermore, Dr. Kai Hueschelrath was appointed Professor of Economics at the University of Mannheim. We would like to wish him the best for his future endeavors.

2 The Team

Head of Chair	Professor	Honorary Professor
Professor Jürgen Weigand Juergen.weigand@whu.edu Tel: +49 261 6509-270	Professor Christina Günther Christina.guenther@whu.edu Tel: +49 261 6509-272	Professor David Audretsch Daudrets@indiana.edu Tel: +49 261 6509-273
		

Associated Faculty Member	Associated Faculty Member	Personal Assistant
Professor Carsten Zimmermann Zimmermann@sandiego.edu	Professor Paul de Bijl Paul.debijl@whu.edu	Regine Braun Regine.braun@whu.edu Tel: +49 261 6509-271
		

Associated Research Fellow	Adjunct Instructor	
Daniel Weninger Daniel.weninger@whu.edu	Dr. Stephan Simon European Commission	
		

Research Assistant Patrick Huber Patrick.huber@whu.edu Tel: +49 261 6509-276	Research Assistant Martin Prause Martin.prause@whu.edu Tel: +49 261 6509-273	Research Assistant Zeeshan Sultan Zeeshan.sultan@whu.edu Tel: +49 261 6509-275
		
External Research Assistant David Beil David.beil.@whu.edu	External Research Assistant Tim Berger Tim.Berger@whu.edu	External Research Assistant Karsten Drath Karsteh.Drath@whu.edu
		
External Research Assistant Eike-Lorenz Bubbel Eike.bubbel@whu.edu	External Research Assistant Claas Hendrik Fügemann Hendrik.fuegemann@whu.edu	External Research Assistant Mark Harwardt Mark.harwardt@whu.edu
		
External Research Assistant Visar Krasniqi Visar.krasniqi@whu.edu	External Research Assistant Andreas Metten Andreas.metten@whu.edu	External Research Assistant Till Neumann Till.Neumann@whu.edu
		

External Research Assistant	External Research Assistant	
Peter Sustesic Peter.sustersic@whu.edu	Hui-Hoi Tran Hoi.tran@whu.edu	
		

3 Academic Programs

3.1 Courses, Fall Term 2013

Instructor: Professor Dr. Jürgen Weigand

Full-time MBA 2014

Corporate and Competitive Strategy Tools (September 2013)

Part-time MBA 2015

Managerial Economics (November 2013)

Economics of Strategy (December 2013)

Executive MBA (KW 17)

Managerial Economics (November 2013)

Master of Law and Business (MLB)

Foundations of Microeconomics (October 2013)

Instructor: Professor Dr. Christina Günther

Bachelor of Science

Microeconomics 1 (November 2013)

Intergenerational Business and Economics (January 2014)

Instructor: Professor Dr. David Audretsch

Doctoral Program

Economics of Entrepreneurship and Innovation (February 2014)

Instructor: Martin Prause

Bachelor of Science

Mathematics 1 (September, October 2013)

3.2 Courses, Spring Term 2014

Instructor: Professor Dr. Jürgen Weigand

Full-time MBA 2014

International Module: Bangalore, India (March 2014)

Leadership Credo (March 2014)

Full-time MBA 2015

Personal Growth (April, June 2014)

Economics of Markets (May 2014)

Economics of Strategy (June 2014)

Part-time MBA 2014

International Module: New York, USA (June 2014)

Executive MBA (KW 16)

Business War Game – Capstone (March 2014)

Competing in European Markets - EMBA Global Elective (May 2014)

Instructor: Professor Dr. Christina Guenther

Bachelor of Science

Business War Game (March 2014)

Market Dynamics and Industrial Evolution (January, March 2014)

Capstone Module Abroad (with Prof. Markus Rudolf) (May 2014)

Instructor: Professor Dr. Paul de Bijl

Bachelor of Science

Seminar Law and Economics (January, March 2014)

Master of Science

Competition and Regulation (March, April 2014)

3.3 Special University Programs

Instructor: Professor Dr. Jürgen Weigand

Theme: Competing in European Markets

Programs:

- Executive Education: GMP Plus (September 2013)
- CIO Leadership Program (October 2013)
- Melbourne Business School EMBA (October 2013)
- Tepper School of Business at Carnegie Mellon University (March 2014)
- European Summer Institute Bachelors (May 2014)
- European Summer Institute MBA I & II (May 2014)

3.4 Theses

3.4.1 Full-time Master of Business Administration

Clemens Boldt

Business Plan: "Exploitation of new opportunities in the German LED Market"

Helena Ilovu

"Effect of the Natural Rural Employment Guarantee Program on poverty reduction in five villages in the Udaipur District"

Galina Kanevsky

"James Bond Come to the Boardroom: Understanding Competitive Intelligence in Modern Enterprises"

Shivank Saran

"Structure of Fast Moving Consumer Goods Industry in Germany"

Wenbi Sun

"Optimisation of eSourcing to boost effectiveness and efficiency in Henkel"

3.4.2 Part-time Master of Business Administration

Markus Kränzel

"Implementation of corporate strategies and derivation of critical success factors using the example of DB Schenker Logistic 2020 strategy"

David Müller-Elmau

"Time Management in organizations – efficient tools for good leadership"

3.4.3 Executive Master of Business Administration

Doron Breiter

"U-TX, analyzing the exit strategy"

Tobias Klingmann

"Predicting global trade – how macroeconomic developments shape Air and Sea Freight market development"

Lyuba Nissenboim

"Emerging role of the Board of directors in Russian economy"

Reaj Shajib

"INEOS Köln Strategy to minimize the transport cost of natural gas considering German Energy Industry Act"

Christian Tillmann

"Strategic Internationalization – Evaluation of Management issues for a German SME"

Tengiz Tokumaev

“On the brick of economic crisis: The impact of Russian foreign policies on the Russian economy”

3.4.4 Bachelor of Science

Jonas Behland

“Opportunities and challenges for FMCG companies in Russia: The example of the beer industry”

Guilia Boehler

“How to grow through innovation – The Google example”

Dimitrij Ozeransky

“Fast food industry in Russia: An overview of the market dynamics, challenges and opportunities”

Jonas Solbach

“Industry Analysis of the wine-growing area Mosel-Saar-Ruwer” (First supervisor: Jun.-Prof. Carolin Decker)

Mark Tornow

“Internationalization of Small Low-Tech Firms Using the Example of German Wine Estates – An Exploratory Study”

3.4.5 Master of Science

Levin Bunz

“Convertible Debt: Utilization and Effect on Fundraising Success in Early-stage Financing” (First supervisor: Jun.-Prof. Denis Schweizer)

3.4.6 Master of Law and Business

David Andres Teran Arizaga

“Santa Rita turning the page of startup to become a growing company: Following strategy of differentiation and focus to achieve sustainability in long term”

3.4.7 Disputation

Peter Kreutter

“Shakeouts, Technology, and Industrial Change Industry Life Cycle Patterns in the Evolution of the German IT Outsourcing Industry”

Marc Lerchenmueller

“Corporate Entrepreneurship in Innovative-Intensive Industries”

Christopher Oster

“Wettbewerb im deutschen Profifußball aus Sicht der Ligaverantwortlichen und der Vereine”

4 Research

- Alex Coad, Christina Günther (2014). Processes of firm growth and diversification: theory and evidence. *Small Business Economics*, pp 1-15.
- Elisa Giuliani, Sara Gorgoni, Christina Günther, Roberta Rabellotti (2014). Emerging versus advanced country MNEs investing in Europe: A typology of subsidiary global–local connections. *International Business Review*, Volume 23, Issue 4, Pages 680-691.
- Hüscherlath, K. and Weigand, J. (2013), Fighting Hard Core Cartels, in: Manfred Neumann und Jürgen Weigand, *The International Handbook of Competition - Second Edition*, Cheltenham, 307-369.
- Neumann, M. and Weigand, J. (2013), *The International Handbook of Competition*, 2nd edition, Cheltenham (UK), Edward Elgar.
- Prause, M., Günther, C. and Weigand, J. (2014), A Business Simulation Game for Location-Based Strategies, *Development in Business Simulation and Experiential Learning* (41).
- Rixen, M. and Weigand, J. (2013), Agent-based Simulation of Consumer Demand for Smart Metering Tariffs, *International Journal of Innovation and Technology* 10 (5).
- Rixen, M. and Weigand, J. (2014), Agent-based Simulation of Policy Induced Diffusion of Smart Meters, *Technological Forecasting and Social Change* (85).

5 Executive Education & Corporate Connections

5.1 Dialog Days 2014

Dr. Arndt Neuhaus, CEO der RWE Deutschland AG and Paul W.J. de Bijl, Visiting Professor Chair of Regulatory Economics at WHU, discussed about “Economics of politics and the interaction between government and business”.

5.2 13th Indo-German ICT Conference

With continuing efforts and success of the Indo-German ICT Conference (June 5/6, 2014), SRN collaborated with NASSCOM, BITKOM, Osborne Clarke, WIPRO and the CIO Stiftung. The conference brought in executives as well as academics together. Special guests were Mrs. Soritsch-Renier (CIO, Sulzer Ltd.), Mr. Hartert (CIO, Bayer AG), Mr. Vos (CEO, SQS AG), Major of Cologne Jürgen Roters, the Indian ambassador Vijay Gokhale and the NASSCOM president Mr. Chandrashekar.

5.3 SEE (Senior Executive Experience)

The Chair and the members of the SRN participated in the Senior Executive Experience Series (March 6, 2014). The mission of the WHU SEE (Senior Executive Experience) Series is to bring accomplished corporate leaders to WHU to share their personal experience and professional techniques to achieve success. The SEE Series is a joint initiative of Kellogg-WHU EMBA, SRN, and WHU Foundation. It provides the unique opportunity to learn first-hand from senior executives and to discuss cutting-edge business practices and strategies. Special guest was Mr. Mohan Murti European Director Reliance.

6 Services provided to the School

6.1 New Year's Dinner

For the sixth time the Strategy Research Network (SRN) hosted the New Year's Dinner during the Campus for Finance Conference in January 2014. The dinner was attended by more than 70 executives from across industries and politics and

they had the opportunity to listen to Prof. Udo Di Fabio from the University of Bonn on the topic: „Wird aus der sozialen eine gelenkte Marktwirtschaft?“

6.2 Contribution in the Research Seminar in Economics

Sebastian von Engelhardt

“Market Power in Internet Search Markets: The Google Case” (January 2014)

6.3 Centers

Discussant: Professor Dr. Christina Günther

- CEUS (Center for European Studies) in Vallendar
- Forum Mittelstand, Vallendar
- Forum Mittelstand, Niederzissen
- IHK-Demographie Workshop, Koblenz

7 Services on Responsibility and Sustainability

7.1 Workshops

Presenter: Professor Dr. Christina Günther

- Organizational Ecology Workshop, Barcelona
- Evolutionary Economics Workshop, Jena
- Buchenbach Workshop, Buchenbach
- Crowdfunding Symposium, Berkeley

7.2 Center for Responsible Leadership

Instructor: Professor Dr. Weigand & Daniel Weninger

- Part-time MBA 2013: Responsible Leadership Development (September 2013)
- Full-time MBA 2014: Responsible Leadership Development (March 2014)
- Part-time MBA 2014: Responsible Leadership Development (June 2014)