



Universität Hamburg

DER FORSCHUNG | DER LEHRE | DER BILDUNG

FACULTY

OF BUSINESS ADMINISTRATION

ANNUAL REPORT 2023

OF THE FACULTY OF BUSINESS ADMINISTRATION



MESSAGE FROM THE DEAN

Hamburg, October 2024
Prof. Henrik Sattler
Dean, Faculty of Business Administration



Dear reader,

The Faculty of Business Administration enjoyed a very productive and extremely successful year.

After four years of hard work, the Faculty was awarded EQUIS, the leading international accreditation for business schools, in October. The successful application – on the first attempt! – shows that the Faculty is not only a leader in Germany, but is also recognized internationally for excellence.

In research, the highlight was the successful application for a DFG-funded Research Training Group in Managerial and Economic Dimensions of Health Care Quality. The five-year, €6m program started with its first 10 doctoral researchers in October.

In terms of teaching, our commitment to excellence was affirmed in the CHE university rankings, with the bachelor and master programs receiving good or excellent ratings for supporting first-year students in their transition to university life and degree completion times.

Internationalization is central to the Faculty's strategy 2027 – and the introduction of the English-language track in its M.Sc. in Business Administration program in the winter semester was a major step forward. With the new track, students can complete the master wholly in English, which also greatly boosted the number of courses in English. Together with top rankings and EQUIS accreditation, the Faculty has become a highly attractive international partner, and has already increased the number of international partners and exchange places. Affirming our commitment to ethics, responsibility and sustainability, we became a signatory to the UN's Principles for Responsible Management Education (PRME). We will submit our first report next year. Another example of this commitment was the introduction of a sponsored prize for best bachelor and best master thesis related to ethics, responsibility, or sustainability. At the same time, we reaffirmed our commitment to equal opportunities and diversity with the launch of the Equal Opportunity Strategic Plan 2023–2027. One aspect of this was the new Dean's List, which encourages talented bachelor and master students, and especially women, to continue onto the next level at the Faculty.

The Servicepoint of the Academic Office was opened all year for the first time since the Covid-19 pandemic. Overall, a total of 2859 students visited the Servicepoint, with a peak of 146 visitors in the first week of lectures at the beginning of the winter semester. This represents an increase compared to the previous year.

The Management Transfer Lab (MTL), which is well-connected with Hamburg's business angels and venture capital community and plays a part in the application process for Hamburg's start-up factories competition, manages the €2 million EXIST "Potentiale Heben" grant for the University of Hamburg.

In 2023, we made important steps in implementing our ambitious Strategy 2027 and in working toward our vision of becoming a leading business school in Europe for quantitative and empirical research and research-based education. Of course, none of this happens without the hard work and commitment of our students and academic and administrative staff, so thank you all for making 2023 such a successful year. Let's continue the good work in 2024.

CONTENTS

| | | |
|----------|---|-----------|
| 1 | STRATEGY | 3 |
| 1.1 | Strategic Development | 3 |
| 1.2 | Rankings and Awards | 6 |
| 1.3 | Staff | 7 |
| 1.4 | Appointments and Academic Placements | 7 |
| 1.5 | Conferences and Workshops (Organized by Faculty Members) | 8 |
| 2 | PROGRAMS AND STUDENTS | 9 |
| 2.1 | Key Indicators | 9 |
| 2.2 | News | 11 |
| 3 | RESEARCH | 12 |
| 3.1 | New third-party funded Projects | 13 |
| 3.2 | Selected current Research Projects | 14 |
| 3.3 | Young Researchers | 15 |
| 4 | CONNECTIONS WITH PRACTICE | 16 |
| 4.1 | Transfer to Hamburg's Ecosystem | 16 |
| 4.2 | Start-ups | 16 |
| 4.3 | Recruiting & Career-Service | 17 |
| 4.4 | Programs and Students | 18 |
| 4.5 | Research | 19 |
| 5 | INTERNATIONALIZATION | 20 |
| 5.1 | Programs and Students | 21 |
| 5.2 | Research | 24 |
| 6 | FINANCIAL SITUATION | 26 |
| 7 | EQUAL OPPORTUNITY AND DIVERSITY | 28 |
| 7.1 | Key Performance Indicators | 28 |
| 7.2 | Report on Equal Opportunities Strategy 2023–2027 | 29 |
| 8 | ETHICS, RESPONSIBILITY, SUSTAINABILITY, AND DIGITALIZATION | 31 |
| 8.1 | Ethics, Responsibility, and Sustainability (ERS) | 31 |
| 8.2 | Digitalization | 33 |
| | ANNEX | 34 |
| | Selected Publications | 34 |

1 STRATEGY

1.1 STRATEGY 2027

In 2022, the Faculty of Business Administration formalized its Strategy 2027. In it, the Faculty aims to go from being one of the top business schools in Germany to becoming a leading business school in Europe for quantitative and empirical research and research-based education. Its mission and vision, as well as its SWOT analysis, form the basis for defining the Faculty’s strategic direction. For the period 2022 to 2027, the Faculty’s focus is on addressing areas with weaknesses and on further developing its key strengths. For progress in implementing the Strategy, see below Table 1a.

Table 1a: General Strategy 2027

| Strategy area | Key measures |
|--|--|
| Internationalization (area with weaknesses) | |
| 1. Increase international students in programs | <ul style="list-style-type: none"> ▪ M.Sc. in Business Administration: English-language track ▪ Bachelor: Increase number of courses in English ▪ Double-degree master programs ▪ Marketing |
| 2. Increase exchanges | <ul style="list-style-type: none"> ▪ Revise network of partner schools (quality & quantity) ▪ E-exchanges ▪ Summer School |
| 3. Internationalize Faculty and staff | <ul style="list-style-type: none"> ▪ Core Faculty, especially research associates ▪ Visiting Faculty to also teach ▪ International guest professorship ▪ Promote administrative staff’s international skills (language, exchanges) |
| Programs and Students (area with weaknesses) | |
| 1. Update flagship programs | <ul style="list-style-type: none"> ▪ Course portfolio & course formats ▪ Marketing |
| 2. Expand program portfolio | <ul style="list-style-type: none"> ▪ Double-degree programs ▪ Summer School |
| 3. Strengthen student services | <ul style="list-style-type: none"> ▪ Facilitate student self-selection ▪ Job and internship platform ▪ Extend mentoring initiatives |
| Research (strong area) | |
| 1. Increase publications in top international journals | <ul style="list-style-type: none"> ▪ Grant applications (e.g., DFG Collaborative Research Center) |
| 2. Maintain/increase third-party funding | |
| Connections with Practice (strong area) | |
| 1. Strengthen entrepreneurship activities | <ul style="list-style-type: none"> ▪ New entrepreneurship application ▪ Strengthen alumni activities ▪ Marketing |
| 2. Increase visibility of Management Transfer Lab | |

Progress toward Strategy 2027

Internationalization:

- Introduced English-language track in the M.Sc. in Business Administration
- Increased number of international partners and places
- Sent first student to Japan as part of the double-degree program with Kyoto University

Programs and Students:

- Became a signatory to the UN's Principles for Responsible Management Education (PRME)
- Started prize for best bachelor and best master thesis related to ethics, responsibility, or sustainability
- Started the Equal Opportunity Strategic Plan 2023–2027
- Launched Deans' List for excellent students

Research:

- Successfully applied and started the five-year, €6m DFG-funded Research Training Group in Managerial and Economic Dimensions of Health Care Quality
- Published 20 articles in top journals

Connections with practice:

- Launched Summer School on Digital Innovation
- Increased number of mentors in Mentoring Program by 40%
- Launched Faculty job board

EQUIS Accreditation

The award of international EQUIS accreditation affirms the Faculty's commitment to excellence. The EQUIS accreditation process involves a comprehensive evaluation of the quality of the Faculty in all critical areas, including governance and strategy, programs, students, academic staff, research, resource management, internationalization, ethics, responsibility and sustainability, and connections with practice. As part of the accreditation process, the Faculty submitted a self-assessment report in April. This was followed by a three-day review by a team of experts in June 2023. The decision to grant accreditation was made based on the team's recommendations. EQUIS accreditation serves as a quality benchmark for students, employers, and academic partners worldwide.

As part of the three-year accreditation, the EQUIS Board laid down three areas of required improvement:

1. A formalized Faculty (academic staff) management system
2. Greater use of innovative teaching methods
3. Strengthened internationalization

The Faculty is to submit annual Progress Reports, with a reaccreditation visit planned for 2026.

Second Advisory Board meeting



Board member Daniel Kraus (Founder & CIO/CHRO of Flixbus) and Prof. Nicole Ratzinger-Sakel (Professor of Auditing and Accounting) following the meeting. Copyright: UHH/Lichtliebe

A meeting with the Faculty's Advisory Board was held on September 7. The Faculty's Management Board wanted to gather external perspectives on the its strategic direction. The meeting covered topics such as the Faculty's profile, weaknesses highlighted in the Peer Review Team's report for EQUIS accreditation, and the development of the alumni strategy.

Key recommendations included:

- *Communication of Mission, Vision, and Values:* Improving the internal and external communication of the Faculty's Mission, Vision, and Values, especially through visual content, is crucial. Hiring an external communications agency would be beneficial.
- *The Honorable Merchant as a distinctive image:* The Board suggested the retention of the strong and distinctive "Honorable Merchant" image while analyzing and adapting it to extoll its positive virtues. Emphasizing future orientation over tradition and considering external support for image development can be valuable.
- *Branding as "HBS Hamburg Business School:"* Carefully analyzing external associations and expectations linked to the term "Business School" is essential when utilizing the brand. Clarity on the intended message and differentiation strategy, potentially connecting "university" and "business school," is crucial. Involving an external communications agency is recommended for brand and Faculty name development.
- *Entrepreneurship profile:* The Faculty highlights Hamburg's involvement in the "Leuchtturmwettbewerb Start-up Factories." The Advisory Board recognizes entrepreneurship as a valuable tool to attract quality students.
- *Teaching Innovation:* Large Classes and limited teaching innovation were identified as weaknesses by the EQUIS Peer Review Team. Suggestions to implement innovative teaching methods, foster enthusiasm for subjects, and assess pedagogical skills in hiring processes.
- *Market Entry Executive Education:* Addressing executive education, the Advisory Board notes significant potential and increasing demand. Recommendations include preparing a business case. Key points included thoroughly evaluating the resources required to deliver executive education, the structure of the provider, and prioritizing short, specialized certificates over generalized MBA programs.
- *Developing an alumni network:* The Faculty is in the process of setting up an alumni network, recognizing the resources needed for its success. Key factors include committed professors, organizational support, and engaged alumni.

1.2 RANKINGS AND AWARDS

Table 1b: Awards

| Researcher | Award |
|--------------------------|--|
| Dr. Jannis Kück | Wolfgang-Wetzel-Preis |
| Robert Messerle | HCHE Young Researcher Award |
| Prof. Jan Recker | Doctoral Student College Faculty Service Award |
| Dr. Martin Reisenbichler | EMAC Enginius Doctoral Thesis Award EHI Science Award WU award for outstanding research achievements |
| Vanessa Ress | HCHE Young Researcher Award |
| Dr. Robert Stahlbock | Science, Computer Engineering, and Applied Computing (WORLDCOMP'12): Outstanding Achievement Award |
| Prof. Petra Steinorth | Reviewer Award, Journal of Risk and Insurance Special Recognition for service to the American Risk and Insurance Association |

Source: Reports from professorships.

Table 1c: Rankings

| Ranking | Year | Area | Globally | Germany |
|------------------|---------|-------------------------|----------|---------|
| WirtschaftsWoche | 2022 | Business administration | 5* | 2 |
| ARWU (Shanghai) | 2023 | Management | 201-300 | 4= |
| | | Business administration | 201-300 | 4= |
| US News | 2022-23 | Economics and business | 222 | 7 |

Source: [WirtschaftsWoche](#), [ARWU](#), [US News](#).

Note: *The WirtschaftsWoche ranking is for business research in German-speaking countries (Germany, Austria and Switzerland). It is not updated annually.

CHE-Ranking

The CHE University Ranking is regarded as the most comprehensive and detailed comparison of universities in the German-speaking world. The bachelor and master received top ratings for helping first-year students adjust to university life. The Faculty of Business Administration also scored well regarding publications per professor and is among the top group for degrees awarded in a reasonable time. For more, see [“University of Hamburg among Top-Ranked Master’s Programs in New CHE Ranking.”](#)

Stanford top scientist list

The updated database of top-cited scientists [“Updated science-wide author databases of standardized citation indicators”](#) published in October 2023 includes:

- Prof. Jan Recker: Information Systems, Artificial Intelligence & Image Processing (first in Germany, 98th worldwide)
- Prof. Stefan Voß: Operations Research, Artificial Intelligence & Image Processing (second in Germany, 273rd worldwide).

1.3 STAFF

Table 1d: Staff in FTE – for differentiation by status group and gender, see Chapter 7

| | 2020 | 2021 | 2022 | 2023 |
|-----------------------------------|---------------|---------------|---------------|---------------|
| All staff (FTE) | 168.07 | 156.74 | 148.74 | 155.32 |
| Academic staff (FTE) | 135.90 | 127.69 | 117.31 | 122.70 |
| Of that third-party funded | 26.60 | 18.00 | 20.24 | 23.96 |
| Administrative staff (FTE) | 32.17 | 29.05 | 31.43 | 32.62 |
| Of that third-party funded | 0.75 | 0.00 | 1.00 | 1.00 |

Source: University Staff Statistics; reference date December 1 each year; Section 13 Institutional Research Unit.

1.4 APPOINTMENTS AND ACADEMIC PLACEMENTS

Professorial appointments

- None in 2023.

External appointments | Retaining professors

- Prof. Martin Spindler received an offer from the University of Konstanz for the professorship “Econometrics.” The Faculty was able to retain him.

Academic placements

| Researcher | Academic Placement |
|------------------------|---|
| Prof. Rouven Seifert | Tenure Track Assistant Professor BWL der Dienstleistungen, Universität Rostock |
| Prof. Eva Wild | W3 Health Services Research, Universität Siegen |
| Dr. Jannis Kück | W2 Data Science in Economics, Heinrich Heine University Düsseldorf |
| Dr. Nataliya Chukhrova | Assistant Professor Applied AI and Data Science, University of Southern Denmark |
| Prof. Henning Schröder | W3 Entrepreneurial Finance, Leuphana Universität Lüneburg |

Source: Reports from professorships.

1.5 CONFERENCES AND WORKSHOPS (ORGANIZED BY FACULTY MEMBERS)

| Researchers | Conference | Place and Date |
|---|---|-------------------------------------|
| Prof. Guido Voigt | OR 2023 | Hamburg, August 29 – September 1 |
| Prof. Michel Clement, Dr. Rouven Seifert | Global research conference on marketing and entrepreneurship GRCME | Hamburg, August 1 – 2 |
| Prof. Wolfgang Drobetz | Hamburg Finance Forum | Hamburg, January 27 |
| Prof. Karen Gedenk | Annual Conference of the Scientific Commission "Marketing" of the VHB | Hamburg, March 23 – 24 |
| Prof. Mark Heitmann | Computer Vision, Natural Language Processing and Behavioral Insights in Marketing at Nova School of Business & Economics BERD | Lisbon, October 6 |
| Prof. Simone Neumann | 6 th International Workshop on Airplane Boarding | Online, May 15 |
| Prof. Jonas Schreyögg | HCHE Research Result Live | Hamburg, November 28 |
| Prof. Stefan Voß | 14 th International Conference on Computational Logistics | Berlin, September 6 – 8 |
| Dr. Robert Stahlbock | 19 th International Conference on Data Science | Las Vegas, July 24 – 27 |

Source: Reports from professorships.

2 PROGRAMS AND STUDENTS

2.1 KEY INDICATORS

Table 2a: Applications, study places by agreement, enrollments

| | 2020 | | 2021 | | 2022 | | 2023 | |
|--|-------|-----|-------|-----|-----------------------|-----|-----------------------|-----|
| B.Sc. Betriebswirtschaftslehre (Business Administration) | | | | | | | | |
| Study places: by agreement enrolled | 361 | 424 | 343 | 348 | 369 | 375 | 368 | 381 |
| Applications: total per study place | 2.407 | 6.7 | 2.674 | 7.8 | 2.835 | 7.7 | 2.968 | 8.1 |
| B.Sc. Wirtschaftsingenieurwesen (Industrial Engineering and Management) | | | | | | | | |
| Study places: by agreement enrolled | 150 | 167 | 150 | 154 | 150 | 154 | 150 | 155 |
| Applications: total per study place | 815 | 5.4 | 970 | 6.5 | 993 | 6.6 | 1.231 | 8.2 |
| B.Ed. Lehramt an Beruflichen Schulen Wirtschaftswissenschaften (Teacher Training) | | | | | | | | |
| Study places: by agreement enrolled | 60 | 45 | 41 | 44 | 43 | 46 | 45 | 31 |
| Applications: total per study place | 181 | 3.0 | 160 | 3.9 | 102 | 2.4 | 64 | 1.4 |
| M.Sc. Betriebswirtschaft (Business Administration) | | | | | | | | |
| Study places: by agreement enrolled | 194 | 217 | 160 | 160 | 166 | 164 | 165 | 161 |
| Applications: total per study place | 1.425 | 7.3 | 1.150 | 7.2 | 1.081 | 6.5 | 1.093 | 6.6 |
| M.Sc. Wirtschaftsingenieurwesen (Industrial Engineering and Management) | | | | | | | | |
| Study places: by agreement enrolled | 80 | 93 | 80 | 68 | 80 | 81 | 80 | 63 |
| Applications: total per study place | 390 | 4.9 | 383 | 4.8 | 354 | 4.4 | 342 | 4.3 |
| M.Ed. Lehramt an Beruflichen Schulen Wirtschaftswissenschaften (Teacher Training) | | | | | | | | |
| Study places: by agreement enrolled | 50 | 49 | 31 | 41 | <i>no restriction</i> | 42 | <i>no restriction</i> | 37 |
| Applications: total per study place | 62 | 1.2 | 53 | 1.7 | 49 | - | 42 | - |

Source: Reference date December 31st each year; Section 30 Advising and Administration; due to an alignment of the reference date, numbers of enrollments may differ slightly from previous annual reports.

Note: Study programs listed here are under the complete or part management of the Faculty.

Note: Study places “by agreement” indicate the minimum number of study places to be offered by agreement with Ministry, University and Faculty.

It is difficult to explain the falling application and enrolment numbers for the *B.Ed. in Teacher Training* and the *M.Sc. in Industrial Engineering and Management*. The admission requirements remained the same for the reporting period. In response to the falling numbers, the admission regulations for the *M.Sc. in Industrial Engineering and Management* have been modified for the Winter Semester 24/25 to make the conditions easier.



Copyright: UHH/Lutsch

Table 2b: Graduates, final grades, duration of study

| | 2020 | 2021 | 2022 | 2023 |
|--|------|------|------|------|
| B.Sc. Betriebswirtschaftslehre (Business Administration) | | | | |
| Number of graduates | 191 | 196 | 205 | 193 |
| Ø Final grade* | 2.5 | 2.4 | 2.4 | 2.4 |
| Ø Duration of study (semester) | 7.3 | 6.9 | 6.7 | 7.0 |
| B.Sc. Wirtschaftsingenieurwesen (Industrial Engineering and Management) | | | | |
| Number of graduates | 85 | 92 | 84 | 84 |
| Ø Final grade* | 2.3 | 2.3 | 2.2 | 2.3 |
| Ø Duration of study (semester) | 7.8 | 8.1 | 8.1 | 8.5 |
| B.Ed. Lehramt an Beruflichen Schulen Wirtschaftswissenschaften (Teacher Training) | | | | |
| Number of graduates | 37 | 48 | 32 | 24 |
| Ø Final grade* | 2.4 | 2.4 | 2.5 | 2.7 |
| Ø Duration of study (semester) | 6.1 | 6.2 | 7.3 | 7.5 |
| M.Sc. Betriebswirtschaft (Business Administration) | | | | |
| Number of graduates | 165 | 186 | 174 | 179 |
| Ø Final grade* | 2.0 | 1.9 | 1.9 | 2.0 |
| Ø Duration of study (semester) | 5.9 | 5.8 | 5.7 | 5.7 |
| M.Sc. Wirtschaftsingenieurwesen (Industrial Engineering and Management) | | | | |
| Number of graduates | 84 | 65 | 80 | 74 |
| Ø Final grade* | 1.9 | 1.9 | 1.9 | 1.8 |
| Ø Duration of study (semester) | 6.3 | 6.2 | 6.2 | 6.4 |
| M.Ed. Lehramt an Beruflichen Schulen Wirtschaftswissenschaften (Teacher Training) | | | | |
| Number of graduates | 39 | 65 | 37 | 41 |
| Ø Final grade* | 2.0 | 1.9 | 1.8 | 2.0 |
| Ø Duration of study (semester) | 5.3 | 4.9 | 4.9 | 5.1 |

Source: Official university statistics; according to examination year (Summer Semester and preceding Winter Semester); Section 13 Institutional Research Unit.

Note: Study programs listed here are under the complete or part management of the Faculty.

Note: The best grade is 1.0; the minimum grade needed to pass is 4.0; students can be awarded grades of +/- 0.3 (e.g., 1.7, 3.3).

The falling number of graduates in the *B.Ed. in Teacher Training* program is explained by a falling number of applications and respective reduction of study places over the last few years. There have been no substantial changes to the degree programs for 2023.

Table 2c: Percentage of modules with respective teaching methods

| Teaching methods | B.Sc. | M.Sc. |
|--|-------|-------|
| Assignments | 66% | 51% |
| Case studies | 57% | 55% |
| (Computer-based) simulations/games | 28% | 17% |
| Digital interaction with lecturers and/or between students | 49% | 46% |
| Discussions | 89% | 77% |
| Field trips (e.g. company visits) | 15% | 20% |
| Guest lectures | 51% | 56% |
| Digital materials and/or platform | 71% | 39% |
| Projects (group) | 25% | 27% |
| Projects (individual) | 21% | 23% |
| Software | 45% | 43% |

Source: Analysis of Module Handbooks, 2022.

2.2 NEWS

Hamburg Teaching Prize

On 7 July 2023, a total of 41 teaching award winners were awarded at Hamburg City Hall. From the Faculty of Business Administration, Dr. Arne Schulz and Dr. Birgit Schwartz-Reinken were honored for outstanding teaching. The award is worth 10,000€ per Faculty.

Prize for best theses related to “Ethics, Responsibility and Sustainability”

Today, ethical and responsible behavior and sustainability are more important than ever – and they represent important personal and professional educational goals in our degree programs. In order to further promote the study of these topics, the Faculty of Business Administration launched the ERS prize for best bachelor and best master thesis this year. Sponsored by MAZARS, it will be presented at the graduation ceremony each semester.

The University Open Day 2023 (Unitag)

The University Open Day 2023 was attended by Year 11 to 13 pupils on 21 February 2023. In Audimax, lectures were held on the bachelor programs in Business Administration and Industrial Engineering. Prof. Wolfgang Brüggemann and student Jeanne-Sophie Silies provided information about the Business Administration program, while Prof. Knut Haase and Prof. Marcus Schiefer led the session on Industrial Engineering. Students were informed about program structure, content, and future prospects. They had the opportunity to ask individual questions at information stands.

Administrative agreement signed with partners in Industrial Engineering and Management programs

In July 2023, University of Hamburg (UHH), Hochschule für Angewandte Wissenschaften Hamburg (HAW Hamburg), and Helmut-Schmidt-Universität/Universität der Bundeswehr (HSU) signed an administrative agreement supplementing the cooperation agreements for the interdisciplinary Industrial Engineering and Management degree programs (B.Sc. and M.Sc.). Responsibilities, including committee, program, semester, and exam management, as well as modeling and document management are clearly defined. The University of Hamburg handles capacity calculations, the application and admission process, and status-related decisions such as leaves of absence. HAW is responsible for managing the joint committees, leading the formal revision of examination regulations, and managing the student dossiers and examination files records. The agreement clarifies the division of tasks and emphasizes mutual support and cooperation.

3 RESEARCH

While the total number of articles published in 2023 was low compared to past years, the quality remained very high – with seven articles published in FT50 journals, and a further 13 in Jourqual-3 A journals – and there was a significant increase in book chapters. For the list of articles in top-ranked journals, see the Annex “Selected Publications.”

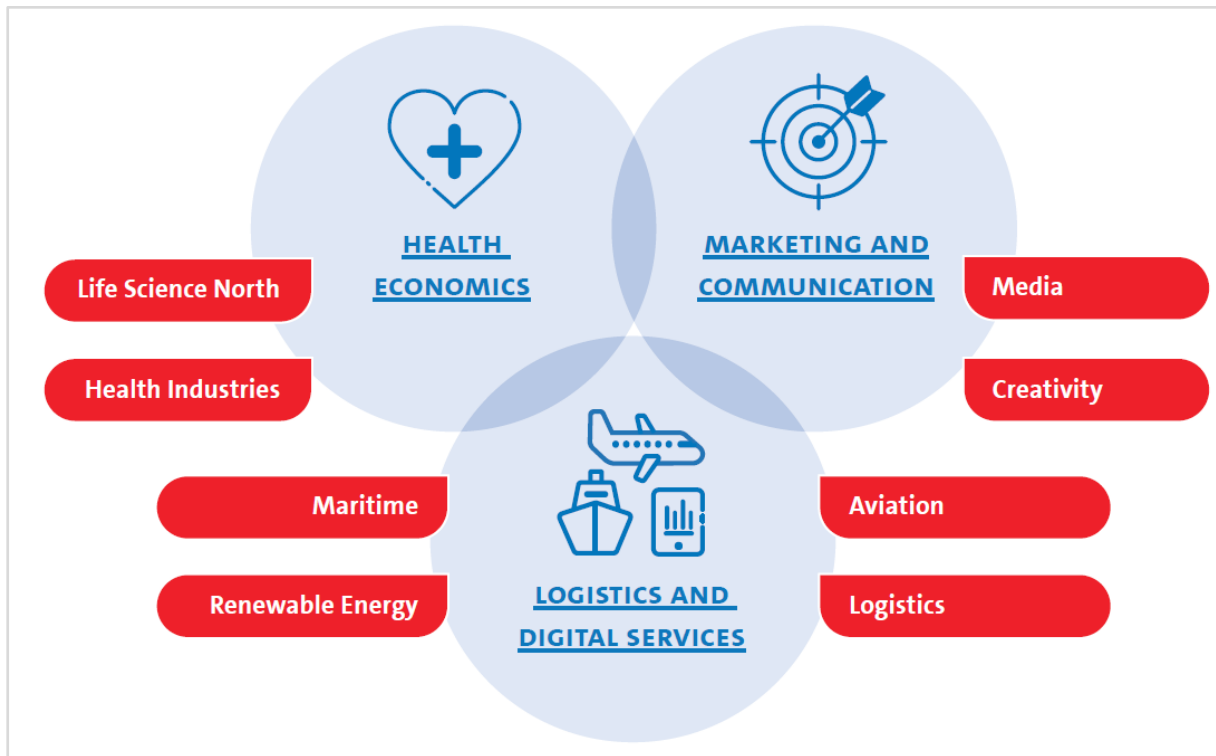
Table 3a: Publications

| | 2020 | 2021 | 2022 | 2023 |
|--|------|------|------|------|
| Research articles (peer reviewed) | 95 | 117 | 112 | 72 |
| Top ranked research articles | 9 | 16 | 20 | 18 |
| Research articles related to ethics, responsibility and sustainability (ERS) | 36 | 43 | 48 | 42 |
| Books (incl. textbooks) | 4 | 3 | 7 | 1 |
| Book chapters (incl. textbooks) | 23 | 13 | 26 | 39 |

Source: RIS (UHH Research Information System). Numbers for all years updated on 25.9.2024

Note: Top ranked: Recent articles in leading journals, either in the [Financial Times Research Rank list](#) or listed as A+ or A journals in [VHB-JOURQUAL3](#).

Key research areas and the city of Hamburg’s economic clusters



3.1 NEW THIRD-PARTY FUNDED PROJECTS

Table 3b: New third-party funded projects (with practice partners, if applicable)

| Researchers | Topic | Practice Partners | Amount | Funding |
|-----------------------|---|--------------------------------|-----------------------|---|
| Dr. Philipp Bach | DDLitLab: GE-FS-LP13: Causal Inference | – | €48,600 | Stiftung für Innovation in der Lehre |
| Prof. Michel Clement | Advancing Sustainable Social Innovation and Social Entrepreneurship at the University of Hamburg and within the Social Entrepreneurial Ecosystem of the Hamburg Metropolitan Region - IS-SIE-UHH (TP BWL) | – | €32,282 | VDI/VDE Innovation + Technik GmbH |
| Prof. Malte Fliedner | DDLitLab: FS-LP21: DLitAlgoDS | MOIA | €42,700 | Stiftung für Innovation in der Lehre |
| Prof. Simone Neumann | AuLoKomp | POM Consult | €287,549 | Helmut-Schmidt-Universität der Bundeswehr |
| Prof. Henrik Sattler | Research Funding ZMM | – | €2,500 | Simon + Kucher & Partners |
| Prof. Kay Peters | PROFI Transfer - Fact checker for AI text generations - FaktFassenKI | – | €98,000 | Hamburgische Investitions- und Förderban |
| Prof. Jan Recker | Earmarked funding for research and teaching at the Chair of Information Systems | – | €100,000 | EDEKA Digital GmbH |
| Prof. Jonas Schreyögg | Ideas and Venture funding: Examining the impact of hospital privatization on treatment availability | – | €38,889 | BWFGB ¹ |
| | Predicting COVID-19 Vaccination Uptake from Public Discourse: A Machine Learning Approach | – | €139,198 and €164,482 | BWFGB |
| Prof. Martin Spindler | Predicting COVID-19 Vaccination Uptake from Public Discourse: A Machine Learning Approach | TK (Techniker Krankenkasse) | €77,574 | BWFGB |
| Prof. Tom Stargardt | Strengthening the screening of Lung Cancer in Europe | EIBIR and more | €243,193 | EIBIR Gemeinnützige GmbH |
| | Cost effectiveness of radioligand therapy | ICPO Foundation | €69,751 | ICPO Foundation |
| | GRK 2805 - Management and economics of quality in health care | – | €6,267,042 | Deutsche Forschungsgemeinschaft (DFG) |
| Prof. Eva Wild | Ideas and Venture funding: Why do people work even if they are sick? | – | €18,145 | BWFGB |

Source: RIS (UHH Research Information System), Section 75 External Funding Management and Reports from professorships.

¹ Behörde für Wissenschaft, Forschung, Gleichstellung und Bezirke

3.2 SELECTED CURRENT RESEARCH PROJECTS

Research training group “Managerial and economic dimensions of health care quality” (new project 2023)

The HCHE has established a Research Training Group funded by the German Research Foundation (DFG) with over six million euros for an initial period of five years. Head of the Research Training Group is Prof. Tom Stargardt. The program targets doctoral students from economics, business administration, and related fields, for research on improving the quality of health care, enabling them to utilize newly available large datasets. The analysis of the relationship between processes and outcomes in various contexts aims to provide a comprehensive view of quality of care. A consortium of 12 supervisors with interdisciplinary expertise in the field of health economics supports and qualifies the young scientists in their research work, including a comprehensive training program. This provides them with a deep insight into various research methods and they will learn to apply them at the highest scientific level. Participation in health economics conferences, workshops, and stays abroad complete the scientific training.



Copyright: HCHE/Claudia Höhne

Turning crises into opportunities: ARC project about learning from high growth businesses (since 2022)

Being able to adapt and respond to crises such as the COVID-19 pandemic, wars, supply chain disruptions, or climate disaster is key to business survival. The project, led by researchers from the University of Queensland, Queensland University of Technology, Jönköping International Business School, and featuring Prof. Jan Recker from the Faculty of Business Administration analyses the strategic crisis responses of businesses that managed to defy the odds and to achieve high growth because of crises. The outcomes include an improved understanding of the opportunity's crises present; and actionable, empirically grounded insights into successful crises responses, organizational resilience, and growth. The project received \$AU278,000 [€ 173,269] funding from the Australian Research Council.

TwinSim project at EUROGATE container terminal Hamburg (since 2021)

A research group at the Professorship for Information Systems is in the end phase of the TwinSim project, which aims to develop a digital twin for the EUROGATE Container Terminal Hamburg (CTH). It is funded by the Federal Ministry for Digital and Transport (BMDV). The group, led by Dr. Leonard Heilig, a research associate with Prof. Stefan Voß, is specifically working on machine learning models to predict scenarios at the container terminal using real-time IoT telemetry data and data from the terminal operating system (TOS). These models are designed to enhance decision-making by anticipating various operational conditions. Additionally, the research group is developing optimization models and simulation-based optimization to improve the routing of straddle carriers. These models aim to enhance efficiency, and to reduce operational costs and greenhouse gas emissions at CTH. The developed advanced decision support functions already highlight the potential of digital twin technology to improve the operations of container terminals. Several results have been presented in major outlets and at conferences so far.

3.3 YOUNG RESEARCHERS

Table 3c: Doctoral researchers, doctoral degrees, and habilitations awarded

| | 2020 | 2021 | 2022 | 2023 |
|--------------------------------------|------|------|------|------|
| Enrolled doctoral researchers | 132 | 127 | 127 | 126 |
| Of that international | 16 | 21 | 22 | 20 |
| Doctoral degrees awarded | 18 | 24 | 17 | 17 |
| Habilitations awarded | 1 | 0 | 0 | 1 |

Source: Official University Staff Statistics; according to examination year (Summer Semester and preceding Winter Semester); Section 13 Institutional Research Unit.

Note: Including third-party funded staff, scholarship holders and externals.

Funding to support young researchers

Funding has been provided for:

- participation in academic (online) conferences *[provided one was presenting]*,
- research visits to deepen knowledge and skills in one’s own field and to promote the internationalization of the Faculty,
- participation in (online) doctoral courses *[provided one was a member of Faculty’s Graduate School and had participated in two internal doctoral courses]*,
- employment of research assistants, and
- for transcription costs.

Table 3d: Faculty’s young researchers funding

| | 2020 | 2021 | 2022 | 2023 |
|---|---------------------|--------------------|---------------------|---------------------|
| Academic conferences (number of grants) | €2,592 (11) | €719 (3) | €9,308 (21) | €9,474 (20) |
| Other measures (number of grants) | €29,343 (26) | €2,609 (9) | €9,095 (8) | €16,960 (9) |
| Total funding (total number of grants) | €31,935 (37) | €3,328 (12) | €18,403 (29) | €26,434 (29) |

Source: SAP, Faculty of Business Administration.

The total level of grant funding provided to doctoral researchers by the Faculty was increased by the availability of residual funds from central funding programs.

HCHE Young Researcher Award

In 2023, the HCHE Scientific Advisory Board honored three young researchers for their outstanding health economics papers to promote the work of HCHE PhDs and encourage young scientists to remain curious, continue their scientific development, and pursue further research. Two of the awards went to members of the Faculty of Business Administration, Vanessa Ress and Robert Messerle.

Vanessa Ress received the award for her paper, “Examining the causal relationship between integrated care and healthcare utilization and costs in a socially deprived urban area in Germany using difference-in-difference analysis,” which impressed the jury with its high political relevance. Her study investigated the impact of a “Gesundheitskiosk” in Hamburg’s Billstedt district on healthcare utilization and costs.

Robert Messerle received the Young Researcher Award 2023 for his paper, “Country-level effects of diagnosis-related groups: Evidence from Germany’s comprehensive reform of hospital payments.” The jury noted that his research offers important insights for the federal government’s planned reform of the hospital remuneration system.

4 CONNECTIONS WITH PRACTICE

To encourage entrepreneurship and strengthen transfer from research to economy and society, the Faculty of Business Administration launched the Management Transfer Lab (MTL) in 2017. MTL has become an important player in Hamburg's start-up ecosystem and works closely with the University's Knowledge Exchange Agency and other universities such as the Technical University Hamburg, the Kühne Logistics University, or the Leuphana University to:

- connect founders, investors, and other start-up enthusiasts,
- match competencies and needs across faculties and disciplinary boundaries,
- encourage university-wide entrepreneurship courses, and
- emphasize the transfer to economy and society.

MTL has strong connections with Hamburg's business angels and the VC scene and is integrated in the application for the [start-up factories](#) competition of Hamburg. MTL acquired and manages the €2 Mio. Exist "Potentiale Heben" grant for the University of Hamburg.

4.1 TRANSFER TO HAMBURG'S ECOSYSTEM

Overview of the start-up ecosystem

Start-ups are crucial for addressing the economic challenges of our time. But most start-ups fail in their development process. Studies highlight the importance of integrating start-ups into their ecosystem to gain access to critical resources and increase chances of success. However, the structures of these funding ecosystems are often complex. Therefore, MTL provides a structured [overview of the funding opportunities](#) for start-ups in Northern Germany and provides a comparative analysis across federal states. In total, there are 2,325 stakeholders as well as 248 start-up-supporting events in northern Germany. The results reveal disparities among federal states in terms of funding efficiency, stakeholder characteristics, and their underlying funding programs. The findings provide transparency for actors in the northern German start-up funding ecosystem, enabling them to evaluate the attractiveness of a federal state for start-ups and highlight improvement potential for decision-makers in government, business, and science.

Development of a foundation database

Hamburg plays a prominent role in the foundation sector, and with over 1,450 foundations managing assets of more than 10 billion euros, it can be described as Germany's foundation capital. In cooperation with the Universitäts-Gesellschaft Hamburg and the Bürgerstiftung Hamburg, a comprehensive foundation database is being set up at the Faculty of Business Administration at the University of Hamburg. This database will analyse and characterize the foundation landscape in Hamburg. Existing overviews of foundations show which institutions exist, but it often remains unclear which grants are awarded and in what amounts. The aim is therefore to create a clear and searchable platform that benefits both sponsors and applicants. In addition, a new lecture "Management of Foundations" was offered in the master's degree course in Business Administration, in which representatives of the top management of various Hamburg foundations.

4.2 START-UPS

Members of MTL have been coaching more than 50 entrepreneurs with their business ideas. Below are some examples that have received substantial external funding:

VOIDS: Jannik Semmelhaack and Tobias Wandersleb are the founders of VOIDS Technology GmbH. VOIDS is a B2B e-commerce SaaS that uses artificial intelligence to help online brands understand and proactively address future sales and risks. This enables customers to grow sustainably and profitably. The USP of VOIDS is its unique demand-shaping solutions that help customers shape future goals such as sales growth or profitability. The company focuses on e-commerce companies with a turnover of five to 50 million euros and thus fills a gap in the SaaS market, as the solution is scalable and cost-efficient compared to established providers such as SAP. Particular milestones include acceptance by one of the world's largest accelerators, Techstars, and the implementation of the SaaS solution for the first

customers. FC Bayern Munich is one of the well-known customers. The two founders received the EXIST start-up grant at UHH and were significantly supported in the application process by the MTL and supervised by Prof. Michel Clement.



AIDAR: The start-up AIDAR, supervised by Prof. Michel Clement, has received an EXIST start-up grant. The founders Dr. Janek Meyn, Caspar Höyng, and Lyubomir Kushev are developing AI-supported software that revolutionizes the scouting of artists in the music industry by generating individual recommendations from a database with over 4.5 million entries and thus significantly accelerating the time-consuming search process. The tool is initially aimed at artist and repertoire managers of small and medium-sized indie labels and has already received positive feedback as a minimum viable product (MVP). With funding from the EXIST grant, AIDAR has taken an important step towards its market launch in the second half of 2024.



Copyright: AIDAR founders Caspar Höyng & Janek Meyn

4.3 RECRUITING & CAREER-SERVICE

ChefTreff summit: The ChefTreff Summit, founded by University of Hamburg students, took place at the Hamburg Chamber of Commerce on 13 and 14 April 2023. The event gave students the opportunity to interact with founders, executives of large companies, and prominent figures in society. The Summit welcomed approximately 2,600 participants, including business leaders, outstanding founders, top companies, and investors. Speakers such as sociologist and author Dr. Auma Obama, start-up founder Tarek Müller, and Porsche board member Barbara Frenkel shared their personal experiences on topics such as leadership, career, and personal growth. They offered insights into what it takes to start a business or succeed in a corporate environment. With the theme “Be Inspired by Courageous Leaders,” the ChefTreff Summit targeted students of all majors looking to network before graduation and offered insightful presentations, workshops, booths, and networking opportunities. The focus was on technology, finance, business, and entrepreneurship. The event was supported by the EXIST initiative of the German Federal Ministry for Economic Affairs and Climate Action.

The INTIE certificate program: In the two-semester certificate program [INTIE of the joint project start-up port - Interdisciplinary Innovation & Entrepreneurship](#), selected students from the partner universities work in interdisciplinary teams. In the first semester, they focus intensively on future trends, while in the second semester they develop their own start-up projects. At the end of the program, students present their ideas in short pitches to develop them into marketable solutions. The program is co-supervised by Prof. Michel Clement, who supports the students along the way.

The Summer School on Digital Innovation “EDEKA IT meets UHH”: In cooperation with EDEKA IT, a summer school for University of Hamburg students focusing on digital innovation in retail was held on the EDEKA IT campus from 4 – 6 September 2023. The event provided a unique opportunity for students interested in retail and technology to get a behind-the-scenes look at IT projects within the EDEKA Group. The program included both theoretical academic input from Faculty members at University of Hamburg and exciting practical insights from EDEKA IT staff. In addition, the event included a varied social program with site visits, a networking dinner, and discussions about career opportunities at EDEKA IT. The Summer School is part of the ongoing cooperation between EDEKA IT and the Nucleus Professorship for Information Systems and Digital Innovation, headed by Prof. Jan Recker.

Mentoring program

“Mentoring bewegt Karrieren”: This study module of the Mentoring Program was developed and launched in 2019 in cooperation with the Faculty of Business Administration and the Exist funding as part of the program "Potenziale heben" (raise potentials) and is aimed at students in the master's program and doctoral researchers. Since Summer Semester of 2022, doctoral researchers and postdocs have been able to apply for mentoring through the Hamburg Research Academy (HRA).

Table 4a: Number of mentees and mentors

| | 2020 | 2021 | 2022 | 2023 |
|---------|------|------|------|------|
| Mentees | 15 | 156 | 251 | 204 |
| Mentors | 0 | 20 | 50 | 70 |

Source: Faculty of Business Administration, MTL.

4.4 PROGRAMS AND STUDENTS

Table 4b: Percentage of modules with respective practice-related content

| Practice-related content and methods in modules | B.Sc. | M.Sc. |
|--|-------|-------|
| Connections with practice/transfer is an important topic in the module | 68% | 49% |
| Content, examples, and/or perspectives from practice | 84% | 64% |
| Case studies and guest lectures by managers | 59% | 64% |
| Research with empirical data sets and use of software from practice | 63% | 56% |
| Students complete project work on topics from practice/companies | 35% | 38% |

Source: Analysis of Module Handbooks, 2022.

Table 4c: Foundations-related and practitioner-led courses and events

| | 2020 | 2021 | 2022 | 2023 |
|---|------|-------|-------|-------|
| Courses related to founding/entrepreneurship | 13 | 20 | 24 | 33 |
| Total number of participants | 672 | 1,728 | 1,889 | 2,564 |
| Number of courses held by practitioners | 7 | 18 | 19 | 18 |
| Inter-Faculty events on the topic of founding (mostly in cooperation) | 1 | 12 | 20 | 18 |

Source: Faculty of Business Administration, MTL and SharePoint Lehrauftragsmanagement; according to examination year (Summer Semester and preceding Winter Semester); Section 32 Campus Management.

Table 4d: Selected lectures in which practitioners provide insights into professional life

| Title of Module | Practice Partner | Main Focus/Topic |
|---|--|--|
| Advanced Topics in Technology and Innovation Management | EDEKA Digital | Innovation Management |
| Digital Innovation Lab | – | Sustainability |
| Empirical Auditing Accounting Research | ASG KMPG AG | Auditing |
| Fundamentals of Accounting | HSV Fußball AG PwC EY MOIA Hamburg | Accounting and Auditing |
| Health Insurance Management | IVP Networks Asklepios Klinik Barmbek Barmer Hamburg | Health Insurance Management |
| Insurance Economics | PwC | Sustainable Insurance Products |
| Pharmaceutical Markets & Market Access | Simon Kucher & Partners | Pricing & Market Access in the Pharmaceutical Industry |
| Price Management | MOIA Hamburg Merck Healthcare Germany KMPG AG | Price Management |
| Production and Logistics | Leser BertschiMerck Healthcare Germany | Inventory management and Logistic |
| Risk Management and Insurance | BearingPoint | AI and the Insurance Industry |
| – | Bundesbank | Statistics |
| – | MIT | Algorithms |

Source: Faculty of Business Administration, MTL and Reports from professorships, according to examination year (Summer Semester and preceding Winter Semester)

4.5 RESEARCH

For research projects with practice partners, see Table 3b.

Transfer event HCHE Research Results live

On 28 November 2023, more than 100 representatives from the healthcare industry and politics came to the HCHE to discuss the use of AI in the context of upcoming supply bottlenecks and the impact of the timing of market launches of new pharmaceuticals. The topic was introduced by two presentations on new research findings by Prof. Tom Stargardt and Prof. Martin Spindler. Afterwards, Deputy Chairman of the Board of Techniker Krankenkasse Thomas Ballast, Ruhr University Bochum, HIAS Fellow and Deputy Chairman of the Arbitration Board for the Determination of Reimbursement Amounts for New Pharmaceuticals Prof. Stefan Huster, and President of the German Association of Research-Based Pharmaceutical Companies (vfa) Han Steutel discussed the various aspects and proposed measures from a practical perspective. Since 2014, the HCHE Research Results live event series has been inviting practitioners from the healthcare industry, politics, organizations and associations as well as the press to the HCHE once or twice a year.

5 INTERNATIONALIZATION

Internationalization Strategy 2027

The Faculty launched its new Internationalization Strategy 2027 in 2022. An implementation team chaired by the Representative for Internationalization Prof. Wolfgang Drobetz was set up. Table 5a reports on the progress on selected strategic goals.

Table 5a: Internationalization Strategy 2027 – Implementation of selected measures

| Strategic objective | Progress |
|--|--|
| Increase international students in programs | |
| M.Sc. Business Administration: English-language track | Started in Winter Semester 2023/24. Master can be completed in four specializations in English. A number of other English-language modules are also available. Webpage launched. |
| Double degree programs | Sent its first student to Japan as part of the double-degree program with Kyoto University. |
| Increase exchanges | |
| Revise network of partner schools (quality & quantity) | Increased number of international partners from 38 to 51, and the number of international exchange places from 124 to 173 (between January 2023 and May 2024). |
| Summer School | Prof. Jan Recker launched “Digital Innovation” Summer School. |

Faculty International Office

The team of the International Office (IO) has been strengthened with a deputy head. Valuable insights and experiences were gained through a job shadowing at the Emden-Leer University of Applied Sciences. The IO also participated in two international conferences: one in Izmir as part of the NICE network and the EAIE conference in Rotterdam. At these conferences, numerous new exchange partners were negotiated, with exchange spots available in the next application phase. Furthermore, new partnerships were gained through the EUGLOH and NICE networks. Additionally, negotiations for two new double degree agreements with universities in France and Argentina have begun. Two successful Welcome Weeks for the incoming students were conducted, and a survey was introduced to assess the satisfaction of the incoming students.

5.1 PROGRAMS AND STUDENTS

Table 5b: International student numbers

| | 2020 | 2021 | 2022 | 2023 |
|--|------|------|------|------|
| B.Sc. Betriebswirtschaftslehre (Business Administration) | | | | |
| International students | 94 | 99 | 95 | 93 |
| in % of all students | 9% | 9% | 9% | 9% |
| B.Sc. Wirtschaftsingenieurwesen (Industrial Engineering and Management) | | | | |
| International students | 63 | 62 | 68 | 69 |
| in % of all students | 11% | 11% | 12% | 12% |
| M.Sc. Betriebswirtschaft (Business Administration), see Table 5c | | | | |
| M.Sc. Wirtschaftsingenieurwesen (Industrial Engineering and Management) | | | | |
| International students | 18 | 24 | 13 | 10 |
| in % of all students | 7% | 9% | 5% | 5% |
| Doctoral | | | | |
| International students | 20 | 21 | 25 | 20 |
| in % of all students | 14% | 16% | 20% | 16% |

Source: Official student statistics; reference date December 1st each year; Section 13 Institutional Research Unit.

Table 5c: International student numbers in the M.Sc. in Business Administration

The English-language track was launched this year. As part of the Internationalization Strategy 2027, the Faculty set a KPI of 30% international students by 2027. While the percentage of internationally students is high, the number of newly enrolled international students dropped markedly in Winter Semester 2023/24.

| | 2020 | 2021 | 2022 | 2023 |
|---|------|------|------|------|
| M.Sc. Betriebswirtschaft (Business Administration) | | | | |
| International students | 113 | 117 | 158 | 134 |
| in % of all students | 18% | 19% | 29% | 27% |
| Starting international students (in first semester) | - | 33 | 64 | 18 |
| in % of first-semester students | - | 21% | 39% | 11% |

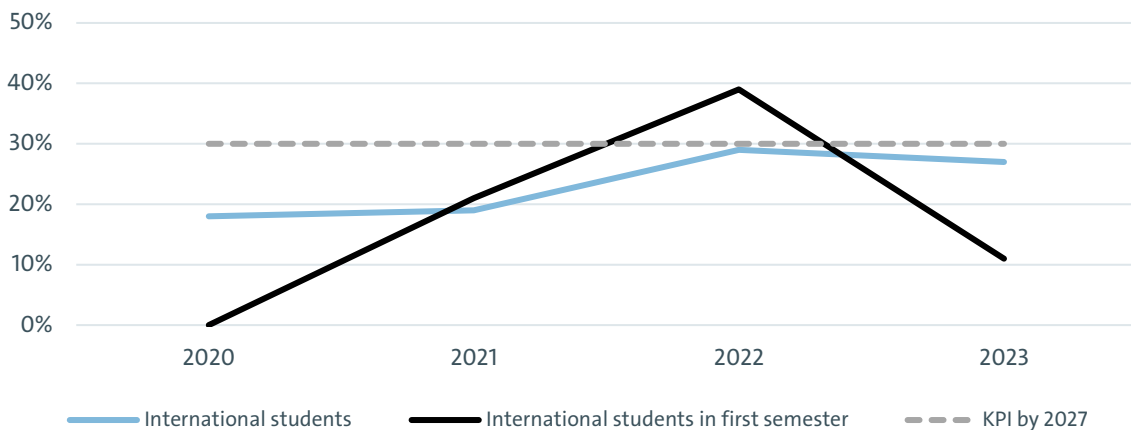


Table 5d: Percentage of modules with respective international content

| International content in modules | B.Sc. | M.Sc. |
|--|-------|-------|
| International content, examples and/or perspectives | 71% | 63% |
| Research on international topics and/or research in English | 39% | 64% |
| Students present on or write about international topics, and/or are examined on them | 32% | 20% |

Source: Analysis, Module Handbooks, 2022.

Partners

As of May 2024, the Faculty has 51 partners and 173 annual exchange places. This is an increase from the end of 2022's 38 partners and 125 annual exchange places.

- Six are ranked in the top 100 internationally, and 14 are ranked in the top 250 in THE's 2024 subject ranking for "business and economics"
- 19 have EQUIS accreditation, 27 have AACSB accreditation, and 17 have both.

Table 5e: New international partners

| Country | University | THE ranking for "business and economics" ¹ | International accreditations (EQUIS, AACSB) |
|-------------------------------|---|---|---|
| Erasmus+ | | | |
| Belgium | University of Antwerp | 201 – 250 | EQUIS, AACSB |
| France | Université Paris-Saclay | – | – |
| Greece | Athens University of Economics and Business | 501 – 600 | – |
| Netherlands | Maastricht University | 83 | EQUIS, AACSB |
| Romania | Bucharest University of Economic Studies | 801 + | EQUIS, AACSB |
| Slovenia | University of Ljubljana | 82 | EQUIS, AACSB |
| Spain | University of Alcalá | 601 – 800 | EQUIS, AACSB |
| | ESIC University | – | – |
| Sweden | Lund University | 601 – 800 | AACSB |
| Turkey | Izmir University of Economics | – | – |
| Hungary | University of Szeged | 801 + | – |
| Other Faculty partners | | | |
| Argentina | Universidad Argentina de la Empresa | – | – |
| China | The Chinese University of Hong Kong, Shenzhen | – | AACSB |

Source: WiSo International Office. Added between January 2023 and May 2024.

[THE ranking for "business and economics" 2024.](#)

Exchanges

Table 5f: Outgoing student numbers

| | 2022 | 2023 |
|--|-----------|-----------|
| Bachelor programs | | |
| Business Administration | 17 | 15 |
| in % of all students 3 rd year | 9% | 11% |
| KPI Intl. Strategy 2027 | 15% | 15% |
| Industrial Engineering & Management | 7 | 0 |
| in % of all students 3 rd year | 6% | 0% |
| Master programs | | |
| Business Administration | 51 | 31 |
| in % of all students 2 nd year | 26% | 21% |
| KPI Intl. Strategy 2027 | 35% | 35% |
| Industrial Engineering & Management | 4 | 12 |
| in % of all students 2 nd year | 5% | 11% |
| Health Economics & Health Care Management | 7 | 5 |
| in % of all students 2 nd year | 22 | 17 |

Source: Faculty International Office (outgoings in Erasmus exchange program and through Faculty partnerships); University of Hamburg’s Dept. for International Affairs (outgoings through University-level exchange programs); Faculty of Business Administration’s Academic Office (outgoing freemovers); Official university statistics; according to examination year (e.g., 2023: Winter Semester 2022/23, Summer Semester 2023).

Note: For its outgoing KPIs, the School divides the number of outgoings by the number of bachelor students in their third year (semesters 5 and 6) and master students in their second year (semesters 3 and 4). This is because students typically go on an exchange semester in that period. In its Internationalization Strategy 2027, the Faculty has set the following targets: B.Sc. in Business Administration, 15% of students by 2027; M.Sc. in Business Administration, 35% of students by 2027.

Note: Numbers for the degree component program “Teacher Training” are not reported here, as those students go abroad via the Faculty of Education.

Table 5g: Incoming student numbers

| | 2022 | 2023 |
|--------------------------|-----------|-----------|
| Bachelor students | 19 | 15 |
| KPI Intl. Strategy 2027 | 40 | 40 |
| as % of KPI | 48% | 38% |
| Master students* | 20 | 21 |
| KPI Intl. Strategy 2027 | 80 | 80 |
| as % of KPI | 25% | 26% |

Source: WiSo International Office; according to examination year (e.g., 2023: Winter Semester 2022/23, Summer Semester 2023).

*Incomings to the Faculty and for the M.Sc. Health Economics & Health Care Management (HEHCM).



Copyright: Sven Rehder/WiSo International Office

5.2 RESEARCH

Table 5h: International visiting scholars

| Researcher | Period | Origin | Funding |
|------------------------|------------------------------|--|---|
| Prof. Tom van Woensel | January 17 – 19 | Eindhoven University of Technology | – |
| Prof. Jörg Markus Hitz | February 1 | Universität Tübingen | – |
| Yihe Zhou | February 23 – April 22 | Kyoto University | Kyoto |
| Prof. Ulfert Gronewold | April 12 | Universität Potsdam | – |
| Serin Isiacik | April – May | FMV Işık University Marmara University | Self-funded, Scholarship home university, teaching contract Faculty |
| Dr. Andreas Haupt | May 25 – 26 | MIT Cambridge University | Self-funded |
| Pedro Vazquez | June | IAE Business School | – |
| Rochelle Choenni | July 29 – October 29 | University of Amsterdam | Professorship Funding |
| Raju Ravitej | November | University of Hyderabad | – |
| Meitong Ai | December 2022 – January 2024 | Peking University | DAAD Research Fund |

Source: Reports from professorships.

Table 5i: International research stays abroad

| Researcher | Destination | External Funding |
|-----------------------------|---|-----------------------------------|
| Janine Allenbacher | Bath | – |
| Prof. Nicola Berg | Bath Dublin London Stockholm Lisbon | – |
| Sophia Bock | New York | DVFWW, Berkley fellowship stipend |
| Dr. Kai Brüssau | Dublin | – |
| Prof. Wolfgang Drobetz | Buenos Aires | – |
| Dr. Leonard Heilig | Riga Busan | – |
| Carolin Holtermann | Singapore | – |
| Tijmen Jansen | Michigan | NFDI |
| Lisa Joerg | Tilburg | – |
| Prof. Anne Lauscher | Toronto | ACL |
| | London | UKRI Center for doctoral training |
| Johanna Lorenz | Brisbane | – |
| Dr. Abtin Nourmohammadzadeh | Dublin | – |
| Prof. Jan Recker | Quebec City | University of Laval |
| | Miami | Edeka Funding |
| | Kristiansand | University Agder |
| Prof. Henrik Sattler | Buenos Aires | – |
| Oliver Schacht | Eindhoven Trondheim San Diego | – |
| Tim Schroll | Santander | – |
| Prof. Martin Spindler | Paris Grenoble Esch an der Alz | – |
| Dr. Robert Stahlbock | Las Vegas | – |
| Prof. Stefan Voß | Madrid Buenos Aires Valparaiso Wien Phoenix Shanghai Hawaii | – |
| Dr. Marie Wiese | Dublin | – |
| Maximilian Witte | Michigan | Hamburg Global & NFDI |

Source: Reports from professorships.

6 FINANCIAL SITUATION

Revenue

Core Funding: The level of core funding (*Grundzuweisung Landesmittel*) is guaranteed from 2021 until 2027 with an annual growth rate of 2%.

Additional Study Places Funding: For 2023, it is comprised of *Hochschulpaktmittel* (HSP) at €1.3m and the *Zukunftsvertrag Studium und Lehre stärken* (ZSL) at €0.7m. HSP-funding was for a fixed term and is being phased out. It is being replaced by permanent ZSL funding.

Specific-purposes funding: includes all funding of specific measures. It largely encompasses the University of Excellence funding of two professorships.

Third-party funding: the Faculty was able to increase its expenses from third party funding because funding from multiple sources like the EU, German federal government, and other third parties increased through the acquisition of new projects.

Table 6a: Overview of revenue and expenses

| (All figures in thousands of €) | 2020 | 2021 | 2022 | 2023 |
|--|---------------|---------------|---------------|---------------|
| Revenue, of which | | | | |
| University funding | 11,656 | 12,990 | 12,887 | 13,369 |
| Core funding | 9,683 | 9,769 | 9,972 | 10,171 |
| Additional study places funding | 1,411 | 2,413 | 2,213 | 2,013 |
| Specific-purposes funding | 563 | 808 | 703 | 1,185 |
| Third-party funding | 2,529 | 2,279 | 2,289 | 3,070 |
| Governmental funding organizations | 1,618 | 1,603 | 1,541 | 2,017 |
| Companies and other organizations | 911 | 676 | 748 | 1,053 |
| TOTAL REVENUE | 14,185 | 15,269 | 15,176 | 16,439 |
| Expenses, of which | | | | |
| Staff Costs | 13,935 | 14,489 | 14,074 | 14,698 |
| Academic staff | 11,957 | 12,531 | 12,118 | 12,496 |
| Administrative staff | 1,977 | 1,958 | 1,956 | 2,203 |
| Costs of materials and services | 1,736 | 1,308 | 1,357 | 1,799 |
| Teaching assignments and support | 465 | 345 | 302 | 219 |
| Public relations | 19 | 5 | 18 | 24 |
| Other | 1,252 | 958 | 1,038 | 1,555 |
| TOTAL EXPENSES | 15,671 | 15,797 | 15,431 | 16,497 |
| Annual Result | -1,485 | -529 | -255 | -58 |
| Compensation with Residual Funds | 1,485 | 529 | 255 | 58 |

Source: Annual financial statement (Section 72 Controlling); Third-party funds reports (Section 75 External Funding Management); own calculations.

Expenses

Staff costs: The annual increases in salaries typically exceed the annual 2% increase in the Faculty’s budget. This implies funding cuts in real terms. Please note: staff costs include third-party funded staff as well as staff financed out of capital reserves and *Freie Betriebsmittel* of professorships.

Costs of materials and services: Faculty and professorship expenses.

- *Teaching assignments and support:* this includes support costs like correction assistants and costs for orientation units for new students. Until 2022 costs for student assistants were also included.
- *Public relations* are costs of materials (e.g., promotional materials, catering) and for external contractors (e.g., photographers, designers). Staffing costs (e.g., for website content management, the organization of promotional events, or the creation of promotional materials) are not included.
- *Other* mainly includes electronic media and databases, travel expenses, costs for promoting young researchers, and measures to promote equal opportunities.

Annual result

The deficit of €58,000 in 2023 is explained by the net consumption of capital reserves and *Freie Betriebsmittel* of professorships to the amount of €75,000 and a Faculty surplus (which is reallocated to the university) of €17,000.

Table 6b: Breakdown of staff expenses by group

| | 2020 | 2021 | 2022 | 2023 |
|-----------------------------------|-------|-------|-------|-------|
| Staff group | | | | |
| Academic staff | 83.6% | 84.4% | 84.7% | 83.2% |
| Team assistants of professorships | 6.1% | 6.1% | 5.7% | 5.8% |
| Administration / Academic Office | 10.3% | 9.5% | 9.5% | 11% |

Source: KoPers via TM1; Section 72 Controlling.

Note: Including university funding, but excluding third-party funding.

7 EQUAL OPPORTUNITY AND DIVERSITY

7.1 KEY PERFORMANCE INDICATORS

Table 7a: Student numbers

| | 2020 | 2021 | 2022 | 2023 |
|--|------|------|------|------|
| B.Sc. Betriebswirtschaftslehre (Business Administration) | | | | |
| Female students | 48% | 47% | 47% | 45% |
| B.Sc. Wirtschaftsingenieurwesen (Industrial Engineering and Management) | | | | |
| Female students | 23% | 23% | 23% | 26% |
| B.Ed. Lehramt an beruflichen Schulen Wirtschaftswissenschaften (Teacher Training) | | | | |
| Female students | 55% | 54% | 52% | 53% |
| M.Sc. Betriebswirtschaft (Business Administration) | | | | |
| Female students | 54% | 52% | 53% | 53% |
| M.Sc. Wirtschaftsingenieurwesen (Industrial Engineering and Management) | | | | |
| Female students | 27% | 23% | 25% | 22% |
| M.Ed. Lehramt an beruflichen Schulen Wirtschaftswissenschaften (Teacher Training) | | | | |
| Female students | 54% | 60% | 58% | 55% |

Source: Official student statistics; reference date December 1st each year; including all cohorts; Section 13 Institutional Research Unit.
 Note: including students on academic leave.

Table 7b: Graduate numbers

| | 2020 | 2021 | 2022 | 2023 |
|--|------|------|------|------|
| B.Sc. Betriebswirtschaftslehre (Business Administration) | | | | |
| Female students | 51% | 61% | 59% | 49% |
| B.Sc. Wirtschaftsingenieurwesen (Industrial Engineering and Management) | | | | |
| Female students | 25% | 22% | 27% | 23% |
| M.Sc. Betriebswirtschaft (Business Administration) | | | | |
| Female students | 55% | 55% | 51% | 55% |
| M.Sc. Wirtschaftsingenieurwesen (Industrial Engineering and Management) | | | | |
| Female students | 25% | 32% | 24% | 27% |

Source: Official university statistics; according to examination year (Summer Semester and preceding Winter Semester); Section 13 Institutional Research Unit.

Table 7c: Number of doctoral researchers and graduates

| | 2020 | 2021 | 2022 | 2023 |
|-----------------------------|------|------|------|------|
| Female doctoral researchers | 40% | 44% | 40% | 37% |
| Female doctoral graduates | 50% | 29% | 71% | 44% |

Source: Official university statistics (Amtl. Prüfungsstatistik); according to examination year (Summer Semester and preceding Winter Semester); Section 13 Institutional Research Unit; StiNE.

Note: Including third-party funded staff, scholarship holders and externals.

Table 7d: Staff (persons, not FTE)

| Staff category (reference to HmbHG) | 2020 | 2021 | 2022 | 2023 |
|---|-----------|-----------|-----------|-----------|
| Professors (incl. junior professors) | 26 | 26 | 28 | 27 |
| <i>Of that female</i> | 27% | 23% | 32% | 30% |
| Lecturers (§ 28 (3) Lehre; Sonstige) | 10 | 11 | 11 | 10 |
| <i>Of that female</i> | 50% | 55% | 55% | 50% |
| Postdocs (§ 28 (2); § 28 (3) Sonstige) | 12 | 18 | 16 | 15 |
| <i>Of that female</i> | 42% | 33% | 25% | 27% |
| Doctoral researchers | 98 | 83 | 78 | 83 |
| <i>Of that female</i> | 46 % | 47 % | 43% | 49% |

Source: Official university statistics; reference date December 1st each year; each year including all cohorts; Section 13 Institutional Research Unit; Section 65.2 HR Data and Process Management Unit.

Note: Staff including third-party funded staff; excluding scholarship holders and externals.

7.2 REPORT ON EQUAL OPPORTUNITIES STRATEGY 2023–2027

The [Equal Opportunity Strategy 2023–2027](#) came into effect. Progress in implementation is reported on annually.

Dean’s List

The Dean's List, which honors the top 10% of students in their cohorts, was launched this year. The first meeting of Dean's List students was held on 24 May 2023. All 22 Bachelor's and 15 Master's students received a certificate in recognition of their outstanding academic achievements. The Faculty's Equal Opportunities Officer Prof. Petra Steinorth discussed the Faculty's mission, identity, and vision for diversity and equality. Vice Dean for Research and Early Career Development Prof. Nicole Ratzinger-Sakel presented research opportunities and doctoral study options. The meeting also allowed Dean's List students to network and share ideas.



Copyright: Thiemann/BWL

Research support for female junior professors

The Faculty aims to increase the percentage of female professors. However, only three new appointments are planned by 2027, which means that only incremental increases can be achieved. Gender balance has been achieved at for lecturers and doctoral researchers.

Female junior professors can make use of student assistants for up to 32 hours per month. In 2023, two female professors took up this offer and employed a total of five student assistants. Funds amounting to €7720 were used for this.

Balancing family and career

As part of the Equal Opportunities Strategy, one case was financed through the so-called “BWLternzeitmodell” in 2023.

The Faculty holds a roundtable for doctoral researchers to discuss the compatibility of family and academic career paths. These meetings aim to provide an open exchange about possible barriers and ways in which the Faculty members can make balancing family and academic careers easier. There were two gatherings in 2023.

Diversity in the Faculty

The establishment of gender-neutral toilets in the House of Business Administration was initiated in 2023, but following consultation with the central department, implementation is proving more difficult than originally thought.

University of Hamburg launched a pilot project to install tampon and sanitary pad dispensers in public facilities on campus in 2023. The Faculty plans to follow suit in the House of Business Administration.

8 ETHICS, RESPONSIBILITY, SUSTAINABILITY, AND DIGITALIZATION

8.1 ETHICS, RESPONSIBILITY, AND SUSTAINABILITY (ERS)

Principles for Responsible Management Education

The Faculty became a signatory to Principles for Responsible Management Education (PRME) in January. Pronounced “PRiME,” the initiative was founded in 2007 and supported by the United Nations (UN) with the aim of promoting sustainability in management and business schools worldwide. As a member, the Faculty is committed to integrating the UN’s sustainability goals into its research and education as well as engaging in partnerships and dialogue with society. The Faculty will submit its first Sharing Information on Progress (SIP) report in 2024 to maintain its membership and demonstrate its ongoing commitment to ERS.

Table 8a: Research articles related to ERS (peer-reviewed)

| | 2020 | 2021 | 2022 | 2023 |
|----------------------------------|------|------|------|------|
| Research articles related to ERS | 36 | 43 | 48 | 42 |
| in % of all research articles | 38% | 37% | 43% | 58% |

Source: RIS (UHH Research Information System). Numbers for all years updated 25.9.24.

Table 8b: Percentage of modules with ERS content

| | B.Sc. | M.Sc. |
|--|-------|-------|
| ERS content, examples, and/or perspectives | 70% | 38% |
| Course and/or reading materials on ERS topics | 30% | 27% |
| Ethics in research/good scientific practice | 49% | 39% |
| ERS case studies | 20% | 30% |
| ERS in practice | 33% | 32% |
| Gender equality and diversity (SDG 5: Gender equality) | 14% | 18% |
| Social business (SDG 10: Reduced inequalities; SDG 12: Responsible consumption & production) | 21% | 19% |
| Social responsibility (SDG 12: Responsible consumption and production) | 19% | 19% |
| Responsible and sustainable practice and production (SDG 12: Responsible consumption and production) | 22% | 18% |

Source: Analysis, Module Handbooks, 2022.

ERS prize

The Faculty introduced a prize for the best bachelor and the best master thesis related to ERS. They are awarded each semester. The inaugural winners were:

- Lisa Ballat: „Wie tragen multinationale Unternehmen zur Verlangsamung des Artenverlusts bei? Ein empirischer Strategievergleich (How do multinational companies contribute to slowing the loss of species? An empirical comparison of strategies),“ and
- Malte Willms: „Effekte der Gestaltung von Tierwohllabeln – eine empirische Analyse (The Effects of the design of animal welfare labels - an empirical analysis).“

The 500€ prizes are sponsored by Mazars.

ERS-related activities by professors

- Prof. Michel Clement is active with the Blood Donation Research Program in cooperation with the German Red Cross Blood Donation Service, Sanquin (NL), and the Austrian Red Cross.
- Prof. Anne Lauscher delivers lectures and talks on the subject of ethics in artificial intelligence. Her activities take place both at the University, such as during the "Lecture for All" series, and internationally, including her participation in the Safe & Trusted AI Summer School at Imperial College London, and her presentation at the Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation, and Technology. As a contributor to the university's Diversity Days, Prof. Lauscher gave a talk entitled "Queer in Daten, Medien & Sprache." She took part in the CS4ALL event at the Pioneer center for AI (Copenhagen) and talked about "Why fostering inclusive nlp (natural language processing) needs more inclusion." Prof. Lauscher conducts research in the field of gender and inclusion.
- Prof. Nicole Ratzinger-Sakel participated in the European Union Roundtable on the Oxera Report. Produced by the economic consultancy Oxera, the report analyzes key issues for regulatory practices and policy developments within the European Union.
- Prof. Jonas Schreyögg serves as a member of the Advisory Council for the Assessment of Developments in the Healthcare Sector.

8.2 DIGITALIZATION

Digitalization of processes

In the Academic Office, the digitalized collection of data related to final theses has been further expanded and optimized. Reports on various categories such as Connections with Practice or Internationalization can now be created and bundled digitally. The recording of data regarding "Ethics, social responsibility, sustainability" in conjunction with the final grade provides reliable data for the process of awarding the prize for the best ERS-related final thesis.

To make the application process for outgoing exchange students easier and to improve their support, new explanatory videos were created. Additionally, in collaboration with Tobias Vlcek, the selection process for these students was optimized. The informational package for partner universities and incoming students was also improved to strengthen exchange collaborations.

The Faculty discussed with students, lecturers and program directors what questions and implications arise from the rapid development of AI applications such as ChatGPT for final theses and examination requirements. They also discussed which AI applications are harmless in light of the rules and statutes on good scientific practice. As a result of these discussions, a guideline for students and doctoral candidates was developed that specifies how AI may be used and how its use should be documented.

Programs and students

Table 8c: Percentage of modules with respective digital content

| | B.Sc. | M.Sc. |
|---|-------|-------|
| Digitalization is an important topic in the module | 34% | 29% |
| Digitalization: Content, examples and/or perspectives | 69% | 61% |
| Course and/or reading materials on digitalization | 49% | 46% |
| Data analysis and/or mining | 36% | 33% |
| Digital transformation (impact, process) | 41% | 37% |
| Empirical digital data | 40% | 39% |
| Ethics and data | 41% | 23% |
| Guest lectures on digitalization | 34% | 38% |
| Machine learning, artificial intelligence | 25% | 29% |
| Practical or practice-like applications | 63% | 39% |
| Programming | 23% | 18% |

Source: Analysis of Module Handbooks, 2022.

ANNEX

SELECTED PUBLICATIONS

FT-50 Ranking

Davidsson, P., Recker, J., Chalmers, D., & Carter, S. (2023). Environmental change, strategic entrepreneurial action, and success: Introduction to a special issue on an important, neglected topic. *Strategic Entrepreneurship Journal*, 17(2), 322-334. <https://doi.org/10.1002/sej.1464>

Döring, S., Drobetz, W., El Ghoul, S., Guedhami, O., & Schröder, H. (2023). Foreign institutional investors, legal origin, and corporate greenhouse gas emissions disclosure. *Journal of Business Ethics*, 182(4), 903-932. <https://doi.org/10.1007/s10551-022-05289-6>

Roemer, N., Souza, G. C., Tröster, C., & Voigt, G. (2023). Offset or reduce: how should firms implement carbon footprint reduction initiatives? *Production and Operations Management*, 32(9), 2940-2955. <https://doi.org/10.1111/poms.14017>

Schöndeling, A., Burmester, A. B., Edeling, A., Marchand, A., & Clement, M. (2023). Marvelous advertising returns? A meta-analysis of advertising elasticities in the entertainment industry. *Journal of the Academy of Marketing Science*, 51(5), 1019-1045. <https://doi.org/10.1007/s11747-022-00916-0>

Seifert, R., Otten, C., Clement, M., Albers, S., & Kleinen, O. (2023). Exclusivity strategies for digital products across digital and physical markets. *Journal of the Academy of Marketing Science*, 51, 245-265. <https://doi.org/10.1007/s11747-022-00897-0>

Jourqual-3 Ranking: A

Bäumli, M., Marcus, J., & Siedler, T. W. (2023). Health effects of a ban on late-night alcohol sales. *Health Economics*, 32(1), 65-89. <https://doi.org/10.1002/hec.4610>

Born, P. H., Sirmans, E. T., & Steinorth, P. (2023). Health insurers' use of quality improvement expenses to achieve a minimum medical loss ratio requirement. *Journal of Risk and Insurance*, 90(1), 123-154. <https://doi.org/10.1111/jori.12413>

Drobetz, W., Mönkemeyer, M., Requejo, I., & Schröder, H. (2023). Foreign bias in institutional portfolio allocation: the role of social trust. *Journal of Economic Behavior & Organization*, 214, 233-269. <https://doi.org/10.1016/j.jebo.2023.07.023>

Grisold, T., Kremser, W., Mendling, J., Recker, J., vom Brocke, J., & Wurm, B. (2023). Keeping pace with the digital age: Envisioning information systems research as a platform. *Journal of Information Technology*, 38(1), 60-66. <https://doi.org/10.1177/02683962221130429>

Hartmann, J., Heitmann, M., Siebert, C., & Schamp, C. (2023). More than a feeling: accuracy and application of sentiment analysis. *International Journal of Research in Marketing*, 40, 75-87. <https://doi.org/10.1016/j.ijr-esmar.2022.05.005>

Hinck, S., & Steinorth, P. (2023). Insurance demand in the presence of loss-dependent background risk. *Journal of Risk and Insurance*, 90(4), 991-1026. <https://doi.org/10.1111/jori.12426>

Jovanovic, R., Sanfilippo, A. P., & Voß, S. (2023). Fixed set search applied to the clique partitioning problem. *European Journal of Operational Research*, 309(1), 65-81. <https://doi.org/10.1016/j.ejor.2023.01.044>

Leipold, S., Petit-Boix, A., Luo, A., Helander, H., Simoens, M., Ashton, W. S., Babbitt, C. W., Bala, A., Bening, C. R., Birkved, M., Blomsma, F., Boks, C., Boldrin, A., Deutz, P., Domenech, T., Ferronato, N., Gallego-Schmid, A., Giurco, D., Hobson, K., ... Xue, B. (2023). Lessons, narratives, and research directions for a sustainable circular economy. *Journal of Industrial Ecology*, 27(1), 6-18. <https://doi.org/10.1111/jiec.13346>

Neumann-Böhme, S., Sabat, I., Brinkmann, C., Attema, A. E., Stargardt, T., Schreyögg, J., & Brouwer, W. (2023). Jumping the queue: Willingness to pay for faster access to COVID-19 vaccines in seven European countries. *PharmacoEconomics*, 41(10), 1389-1402. <https://doi.org/10.1007/s40273-023-01284-5>

Roemer, N. D., Müller, S., & Voigt, G. (2023). A choice-based optimization approach for contracting in supply chains. *European Journal of Operational Research*, 305(1), 271-286. <https://doi.org/10.1016/j.ejor.2022.05.052>

Schulz, A. (2023). The balanced maximally diverse grouping problem with attribute values. *Discret Applied Mathematics*, 335, 82-103. <https://doi.org/10.1016/j.dam.2022.09.024>

Schulz, A., & Fliedner, M. (2023). Minimizing the expected waiting time of emergency jobs. *Journal of scheduling*, 26(2), 147-167. <https://doi.org/10.1007/s10951-022-00767-1>

Shehu, E., Veseli, B., Clement, M., & Winterich, K. P. (2023). Improving blood donor retention and donor relationships with past donation use appeals. *Journal of Service Research*. Advance online publication. <https://doi.org/10.1177/10946705231202244>