PRME
an initiative of the
United Nations Global Compact

Sharing Information on Progress 2026

University of Hamburg Business School

September 2026

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.

> *The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

Principles of PRME

Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.

Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Practice

We adopt responsible and accountable management principles in our own governance and operations.

Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.

Getting Started

This section provides foundational information about University of Hamburg Business School, including key details and basic institutional data.

Mission

Our Mission

Building on Hamburg's history as an international trade metropolis, we develop and teach contemporary approaches to business. In our research and research-based education we focus on evidence-based decision-making. We contribute valuable data-driven insights and foster critical thinking for a sustainable future.

Our Values

Our values are inspired by the Hanseatic "honorable merchants" who have shaped commerce in Hamburg for centuries. They are recognized as smart and successful business leaders with a global network and a pronounced sense of responsibility for their own companies, for society, and for the environment. Honorable merchants are trustworthy, down-to-earth, and unpretentious.

- *Excellence:* We are committed to excellence in everything we do.
- *Impact:* We contribute to society by generating innovative, relevant insights based on rigorous research and by educating critical thinkers who make a difference in the world.
- *Responsibility*: We uphold and encourage sustainable, socially responsible behavior.
- *Openness*: We engage openly with other disciplines, communities and cultures. We embrace diversity in all its forms.
- *Connectedness*: We are a collegiate and supportive community that fosters cooperation and gives researchers and students the autonomy to flourish.

Vision

Our Vision

Our vision is to be a leading Business School in Europe for quantitative and empirical research with high economic and societal impact and for research-based education that develops future leaders to shape a sustainable future.

Strategy

The School's Strategy 2027 and Equal Opportunities Strategy 2027

School's Strategy

The School passed its Strategy 2027 in 2022. The strategy outlines the School's main strategic objectives for the next five-year period. That same year, the School appointed a representative for sustainability and the University appointed a chief sustainability officer. The School also has a representative for equal opportunities accompanied by a team vice officers. In updating its Mission,

Vision, and Values in 2024 and expanding its strategy in key areas, the School has strengthened ethics, responsibility and sustainability (ERS) content in existing courses and developed new courses with an ERS focus or strong ERS component. Each year, the School reports on the progress made in the previous year towards the strategic objectives.

Equal Opportunities Strategy 2027

The School passed a new five-year equal opportunities strategy in 2023. Each year, the School reports on the progress made in the previous year towards the goals defined in the equal opportunities strategy. These goals include supporting female founders in their entrepreneurial journey and funding female postdocs for their research.

School Strategy 2027_Passed 11.2022 View document Download document

Strategy Alignment

Strategy Alignment

How do your institution's strategic priorities align with advancing sustainable development, the common good, and quality education?

The School further anchored ethics, responsibility, and sustainability (ERS) in the mission, vision, and values statements passed in 2024. This commitment can be seen in the School's Strategy, and in the actions it has taken in since the strategy was passed in 2022. The Strategy has four key areas:

- **Internationalization:** Since 2022, a key focus has been on the internationalization of programs, promoting international experiences, and internationalizing the students and staff. This aligns with the strongly with the School's committment to excellence, openness, and an international mindset.
- **Programs and students:** The School is one of the top business schools in Germany, and one of only four public universities with international EQUIS accreditation. It is updating its programs, and has strengthened ERS content greatly. For example, ERS themes are common in business administration modules (73% of bachelor, 51% of master modules).
- **Research:** The School has an excellent reputation for research. It is ranked third in Germany in the Wirtschaftswoche Ranking 2024 (the most important business research ranking in Germany), and 126-150 in THE Ranking 2025 for "business and management". In the past three years, it has published 135 research articles (43% of the articles) related to ERS, with 42 appearing in top international journals (FT50 and/or VHB-Rating A+/A).

- **Connections with practice:** The School is very well connected with practice partners, in line with its focus on emperical research and impact. The School is committed to developing entrepreneurship. It contributed strongly to acquiring a €50 million grant for entrepreneurship activities at Universities in the Hamburg area in 2025 (“Impossible Founders” IF).

Equal Opportunities

The School has made progress in hiring female professors since it was founded in 2014, and has achieved an excellent gender balance in two faculty groups (lecturers and doctoral research associates) and amongst business administration students.

Institutional History

A history of the School and the development of ethics, responsibility, and sustainability

In keeping with Hamburg’s reputation as a mercantile city, there has been a long tradition of business research at the University. With his appointment to the Faculty of Law and Political Science, Curt Eisfeld became the university’s first professor of business administration in 1927 and helped establish the degree program in business administration. From 1954 onward, business administration was taught in the Faculty of Business, Economics and Social Sciences. In 2005, Hamburg’s University of Business, Economics and Politics (Hochschule für Wirtschaft und Politik) was integrated into the Faculty. In 2008, the Department of Business Administration was formed as one of four departments of the Faculty. In 2014, the Department of Business Administration was transformed into the Faculty of Business Administration. In 2022, as part of the School's commitment to ongoing improvement, it conducted an internal review of activities related to ethics, responsibility, and sustainability, and set up systems for further tracking (e.g., of research articles related to the SDGs). In an endeavor to further strengthen tracking of and to promote ERS in research and education, it joined PRME. This was strongly supported by the University of Hamburg, which prides itself on its commitment to sustainability, ethics, and equal opportunities. In 2022, the School appointed a representative for sustainability (to join the long-established representative and team for equal opportunities), to coordinate sustainability activities. In 2023, it was awarded EQUIS Accreditation for the first time. In 2024, the School reworked its mission, vision and values, strengthening the focus on ERS in the process; rebranded itself "University of Hamburg Business School"; and was awarded the University of Hamburg Sustainability Award for implementing a system to track ERS in its study programs. In the same year, the University of Hamburg was ranked first in Germany and 29th worldwide in the QS Sustainability Ranking. In September 2025, the School ran its first summer school (online) focusing on sustainability, with students from across the globe taking part. The School is constantly working to strengthen ERS in all aspects of its operations. Since 2025, the Impossible Founders is Hamburg’s

startup factory for deep tech offer an entrepreneurship program aimed at master's students from all faculties at the University of Hamburg. The University of Hamburg is one of 10 German Universities of Excellence.

Graduates & Enrollment

2025 Statistics	Number
Graduates	538
Faculty & Staff at the University	16,670
Faculty & Staff at the Institution	133
Student Enrollment at the University	43,134
Student Enrollment at the Institution	2,581
Undergraduate Attendance	1,696
Masters-Level Postgraduate Attendance	885
Doctoral Student Attendance	120
Certificate, Professional Development, or Continuing Education Attendance	0

Degrees Offered

Bachelor Programs

- Bachelor of Science (B.Sc. or B.S.)
- Bachelor of Education (B.Ed.)

Masters Programs

- Master of Science (M.Sc. or M.S.)
- Master of Education (M.Ed.)

Undergraduate Degree Programmes

- B.Sc. in Industrial Engineering & Management
- B.Ed. in Teacher Training in Vocational Education
- B.Sc. in Business Administration

Masters Degree Programmes

- M.Sc. in Business Administration
- M.Sc. in Health Economics & Health Care Management
- M.Sc. in Industrial Engineering & Management
- M.Ed. in Teacher Training in Vocational Education

Postgraduate Degree Programmes

- Doctorate in Business Administration - Dr. rer. oec.

Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Definition of Purpose

The School's Mission: Building on Hamburg’s history as an international trade metropolis, we develop and teach contemporary approaches to business. In our research and research-based education we focus on evidence-based decision-making. We contribute valuable data-driven insights and foster critical thinking for a sustainable future.

Institutional Engagement

51% - 75%

of faculty at University of Hamburg Business School actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.

Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.

How We Define Values

The School's values are inspired by the Hanseatic “honorable merchants” who have shaped commerce in Hamburg for centuries. They are recognized as smart and successful business leaders with a global network and a pronounced sense of responsibility for their own companies, for society, and for the environment. Honorable merchants are trustworthy, down-to-earth, and unpretentious. The values are: Excellence, Impact, Responsibility, Openness, and Connectedness.

Who Champions Responsible Management Education at Our Institution

- Interdisciplinary efforts across business school
- Individual leader
- Centralized sustainability office
- Disciplinary efforts within business school
- Interdisciplinary efforts across parent organization
- Advisory Board

Student Voices

The following narrative demonstrates how University of Hamburg Business School has influenced students' academic journey and personal growth.

Mission, Vision, Values Statements

Impact

Eliko Tkabladze, Student, MSc in Business Administration

"Moving from Georgia to Germany for my Master´s in Business Administration helped me grow academically und personally. As a DAAD campaign ‘Study in Germany - Land of Ideas’ ambassador, I now share my experience to encourage other international students to come to the Business School and take advantage of opportunities that can truly make a difference."

Excellence

Dennis Braun, Student, MSc in Industrial Engineering and Management

"As an Industrial Engineering student, I believe excellence is the bridge between technical precision and strategic thinking.

Through my studies and exchange semester abroad, I've learned to tackle complex challenges from multiple angles. At the Business School, excellence isn't just a goal, it's the mindset we develop to make a real impact in global industries."

Openness

Gangli Tan

"As a doctoral researcher from China, I experience openness here through continuous exchange across disciplines and engagement with industry partners, enriching my research in information systems and digital innovation and applying it to real-world challenges such as AI-driven digital transformation. This reflects a culture that genuinely values diverse perspectives and practice."

Student Awareness

0% - 25% of students at University of Hamburg Business School are aware that we are a PRME Signatory Member.

Student Engagement

51% - 75% of students at University of Hamburg Business School actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Values Voices

Value Voices on Connectedness

Connectedness

Petra Steinorth, Dean and Professor of Risk Management and Insurance

"As Dean and as a professor, I truly enjoy the moments when I can connect with members of our School — in conversations with students, in exchanges with colleagues, or in joint initiatives that move us forward. When we support each other, share ideas openly, and create an environment where everyone feels they belong, we can grow and thrive together as a community."

Imme Godthardt, Managing Director

"For me, connectedness is essential because meaningful ideas emerge by working together. I aim to connect the School's academic and administrative staff both internally and with partners here and at other universities, and in industry, startups, and politics. This allows us to build on each other's strengths and to grow."

Value Voices on Impact

Impact

Philipp Bach, Alumnus and Assistant Professor of Econometrics at Freie Universität Berlin

"My PhD and postdoc at the Business School gave me strong support, collaborations, and international exposure that shaped my work on econometric methods and causal machine learning. I carry that impact into my further career as an assistant professor at Freie Universität Berlin, where I continue to advance research and engage students."

Value Voices on Responsibility

Responsibility

Luca Damigella, Course and Examination Manager, Academic Office

"At the Academic Office, we are all responsible for ensuring that academic operations run smoothly. We work closely together to achieve this goal. When interacting with students, I sense a great deal of trust in the guidance we provide. It feels good to be able to help them."

Celebrating Values

The following demonstrates a way in which our institution celebrates values in various specializations.

Celebrating Voices

See Voices in "Value Voices"

Continue telling your story

People: Equal opportunities and diversity

The School monitors and publishes gender parity data in its Annual Report for faculty, administrative staff, and students. If a gender is underrepresented in a specific group (e.g., women at professorial level, men in administrative staff), the employing unit must show that it has attempted to recruit candidates of that gender. Appointment procedures for both faculty and administrative staff are accompanied and monitored by the representative for equal opportunities. Numbers for specific groups are in the relevant sections below.

The School is working hard on implementing its Equal Opportunities Strategy 2023–2027, which encompasses not only gender parity, but diversity more generally. The Management Board has a dedicated annual budget of €16,000 to fund equal opportunities measures. In addition, it won University of Hamburg's €10,000 Equal Opportunities Prize in 2025. More funding is available when required, e.g., for research associates returning from parental leave. Key achievements since 2023 include:

- increasing international students in its M.Sc. in Business Administration and doctoral program,

- implementing further measures to promote international diversity in hiring,
- strengthened collection of diversity-related data,
- setting up a parent-child room for students,
- launching a Dean's List for top 10% of bachelor and master students, especially to encourage women to study further,
- providing extra student assistants for female junior professors (around €10,000/year),
- awarding the Elisabeth-Eisfeld-Postdoc-Program scholarship for a female researcher (€3,000),
- connecting researchers with families (e.g., annual roundtable for doctoral researchers to discuss the compatibility of family and academic career paths to develop further measures), and
- acquiring over €300,000 in federal grants from the "EXIST Women" program for scholarships for female founders (10 scholarships each year). The program won the University's Equal Opportunities Award in 2025.

Students

Gender diversity: The gender balance is good in Business Administration and Teacher Training programs as well as in the doctoral program. In keeping with German and international trends, only a quarter of Industrial Engineering & Management program students are women, and in the Health Economics program men are underrepresented. In 2023, the Dean's List was established to encourage excellent students to continue their studies at the next level. The School also runs several initiatives, including annual information days, to increase gender balance in its programs. It plans to increase marketing to prospective students, especially to recruit women for the Industrial Engineering & Management programs.

Provisions for disadvantaged students: Study program regulations include provisions for disadvantaged students to enter the programs. The School offers support in classes (e.g., technological solutions or sign language for students with hearing disabilities) and in exams (e.g., separate rooms and/or extra time as needed).

Access for socially disadvantaged students: One of the main barriers to higher education for socially disadvantaged students is cost. Students at German public universities do not pay tuition fees, but only a "semester contribution" (Winter Semester 2025/26: €384), which includes a number of benefits, including free public transport in the city and subsidized food in the University restaurants and cafes. Under German law, parents are required to support their children through their first degree in higher education. Around 11% of German students receive financial support from the federal government ("BAföG") as their parents are low-income earners. By German standards, living costs in Hamburg are comparatively high, especially for accommodation. At the bachelor level, a high percentage of students live with their parents. Around 90% of students work during their studies.

Faculty

Women make up 37% of the core faculty, including 55% of lecturers and 43% of doctoral research associates. 28% of full professors (7/25) are women, which reflects major progress compared to 2014 when the School was founded with only three female full professors. This progress is a result of the School's equal opportunities policy. When hiring faculty, especially full professors, scouting

specifically focuses on women. The representative for equal opportunities needs to approve all hires of research associates. The School works hard to enable a good work-life balance, especially for faculty with families or dependents.

Administrative staff

In hiring staff, the School aims for gender equality across all levels in the administration. As the majority of administrative staff at the School (88%) are women, men are preferred when candidates are equally qualified for a position. The School also explicitly encourages applications from candidates with a migration background.

The School works hard to be a good employer, especially for staff with families and dependents. A central aspect is the approach to “new work.” For the most part, administrative staff (and faculty) are free to decide where they work, with the majority carrying out a mix of home and School office. The School operates a flexitime model. As a rule, administrative staff are employed on permanent contracts. To protect employees, the School is allowed to offer fixed-term contracts only in specific cases (e.g., to cover parental leave, for fixed-term projects).

Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

How We Define Teach

The School's official Teaching Philosophy has four cornerstones: (1) Our teaching is research-oriented; (2) Our teaching emphasizes quantitative methods and evidence-based decision-making; (3) We develop future leaders; and (4) Our teaching reflects our values: Excellence, Impact, Responsibility, Openness, and Connectedness.

Courses that support RME

University of Hamburg Business School reports 11 courses in 2025 that support responsible management education and sustainable development goals.

Trade and Service Marketing | BA-MARKET 3(H)

Part 1 - Retail marketing: As an introduction, the special features of market-oriented management in retail are explained. Subsequently, objectives and strategies are dealt with in the context of strategic marketing planning. On this basis, location planning and important problems of the operative marketing mix in retail companies are dealt with in depth. Part 2 - Service marketing: The second part of the lecture begins with an overview of the specific characteristics of the management of services. Building on this, the consequences for the classic marketing mix are worked out and the tasks of an extended marketing mix for service companies are dealt with. Finally, selected aspects of strategic and operative service marketing are examined. In the tutorial, the lecture material is repeated and deepened through exercises, case studies and/or presentations from business practice.

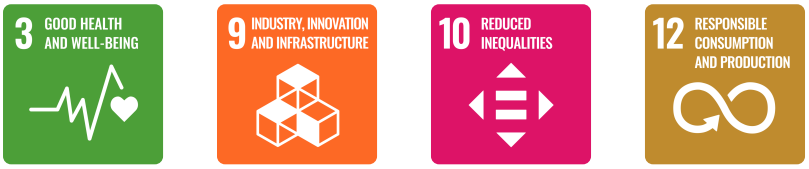
The following interdisciplinary contents and teaching methods create an impact for the students: Ethics, responsibility, and sustainability (ERS) - ERS content, examples, and/or perspectives - guest lectures on ERS topics - course and/or reading materials on ERS topics - ERS in practice - Decent work and economic growth - “Social business” - social responsibility - environmental protection - responsible and sustainable practice and production

Corporate Risk Management | MA-FBI 2(F)

This module introduces the fundamental principles of risk management. The terms risk, risk management, and uncertainty are first defined, and various approaches to assessing risks, motives, and reasons for risk management in companies are then examined both theoretically and empirically. One focus of this module is the examination of risk management approaches, including the resulting advantages and disadvantages. Students gain an overview of the various sources of corporate risk to this end and learn about quantitative and qualitative tools and techniques for risk management as well

as the optimal distribution of risk between different stakeholders. The economic value of risk management is moreover analyzed. The module is based on the findings of both pioneering and current international studies on corporate risk management.

By implementing the following Interdisciplinary content and learning methods, an impact is made on the students: Ethics, responsibility, and sustainability (ERS): - ERS content, examples, and/or perspectives - course and/or reading materials on ERS topics - ERS in practice - ERS is an important topic in the module - ERS and internationalization - ethical decision-making - health - social business - social responsibility



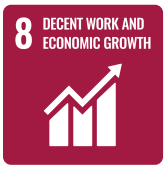
Introduction to economics | 22-1.EVWL

Basic concepts of economic analysis, basic microeconomic concepts, basic macroeconomic concepts

Data Mining | MA-BA 2(F)

The module uses exercises and case studies to impart knowledge and skills on theoretical concepts of individual analysis methods as well as their computer implementation. The module consists of the following parts: • process models for completing data mining tasks • introduction to a programming language (e.g., Python), especially data storage, access, management, and processing as well as the use of common methods for data mining • classification, clustering, regression, and related methods • examination of case studies

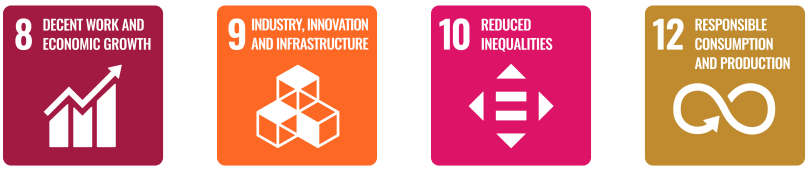
An impact is created through the following interdisciplinary topics, content and skills: Ethics, responsibility, and sustainability (ERS) - ERS content, examples, and/or perspectives - ERS case studies



Controlling and corporate management in the digital age | MA-WPSTEU 10(F)

The module deals with the influence of digitalization on various aspects of controlling and corporate management. The first part of the module provides a differentiated perspective on the influence of digitalization on controlling and corporate management: - Relevance of digitalization for controlling and corporate management - Different perspectives on the influence of digitalization The second part of the module provides in-depth knowledge with regard to the management of digital business models: - Analysis and differentiation of digital business models - Approaches to the evaluation of digital business models - Challenges in the evaluation of digital business models - Approaches and KPIs for managing digital business models - Implications for the structure and logic of corporate management The third part of the module teaches skills for dealing with digital technologies in controlling: - Data analytics and artificial intelligence in decision support - Digital value driver models in strategic planning and forecasting - Use and design of dashboards in reporting - Potential and effects of automation initiatives (e.g. RPAs) - Critical appraisal of digitalization, taking social aspects into account The fourth part provides an outlook on how digitalization can change the role of controlling and CFOs and what new skills requirements will arise as a result: - Changing roles of the controlling function and of CFOs - New competence requirements As part of the module, the application of the content learned is practiced using various examples and practical case studies.

An impact is created through the following interdisciplinary topics, content and skills: Ethics, responsibility, and sustainability (ERS): - ERS content, examples and/or perspectives - Course and/or reading materials on ERS topics - Accounting - Data protection - ERS in practice - ERS and (digital) technologies - Decent work - Transparency and corruption



Enterprise Resource Planning | BA-WI 4(H)

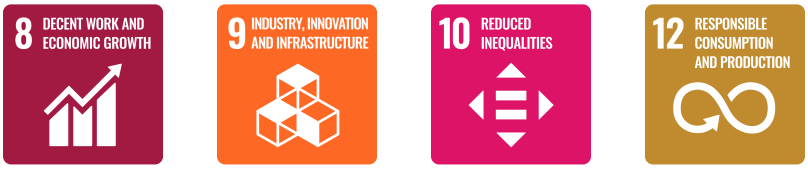
The lecture part of the module provides in-depth knowledge of the use of standard software for enterprise resource planning. This can include both the intensive study of a special ERP system, e.g. SAP S/4HANA, as well as the limitation to a business application area, e.g. logistics. To this end, the architecture, functionality and application scenarios of ERP systems are discussed, with a focus on software-based support for operational processes. The introduction and migration of ERP systems and customizing are also covered. The practical part of the module focuses on using an ERP system from different perspectives. To this end, case studies are used in which students independently carry out typical operational business processes in the ERP system or even configure and implement them.

An impact is created through the following interdisciplinary topics, content and skills: Ethics, responsibility, and sustainability (ERS): - Data protection - ERS and (digital) technologies

International Management | BA-UFÜ 1(H)

Students learn: - Theories of international business, - management functions of international business activities

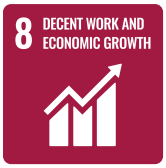
An impact is created through the following interdisciplinary topics, content and skills: Ethics, responsibility, and sustainability (ERS): - ERS content, examples and/or perspectives - ERS case studies - Group work on ERS topics - Course and/or reading materials on ERS topics - Students work together in groups on ERS topics - Students present, write and/or take exams on ERS topics - ERS in practice - ERS and internationalization - Decent work - Social business - Social responsibility - Transparency and corruption



Management of Human Resources: Personnel Planning | BA-UFÜ 3(H)

Personnel planning, personnel requirement planning and its methods, personnel equipment planning and its options for action, design of employment and employee transfer contracts, personnel deployment planning and its methods, labor law framework conditions and restrictions of personnel planning, economic evaluation of the labor law framework conditions, works councils as institutional actors in personnel work, co-determination of the works council in the management of personnel resources, economic effects of co-determination

An impact is created through the following interdisciplinary topics, content and skills: Ethics, responsibility, and sustainability (ERS): - ERS content, examples and/or perspectives - Group work on ERS topics - Course and/or reading materials on ERS topics - Students work together in groups on ERS topics - Students present, write and/or take exams on ERS topics - Other: Perspectives of co-determination bodies and possible areas of conflict of interest between employers and employee representatives are repeatedly addressed and discussed in the module. In the exercises, students are asked to use mini case studies to think their way into different positions and points of view, to define their own position and to find compromises between conflicting points of view. - Decent work - Social business - Social responsibility



Technology and Innovation Management | MA-UFÜ 5(F)

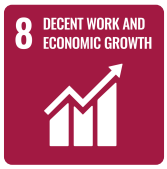
Traditional technology management - The advent of the digital age - Digital innovation management - Digital transformation management - Digital ecosystem management - Management of emerging technologies Practical session: The content of the lecture is deepened by examples and assignments.

An impact is created through the following interdisciplinary topics, content and skills: Ethics, responsibility, and sustainability (ERS): - ERS and (digital) technologies

Digital Innovation Lab | MA-FWB4(F)

This course includes: - Introduction to digital innovation - Introduction to sustainable development goals - Grand challenges and wicked problems of a sustainable society - Selected emergent digital technology stacks - Digital innovation and design thinking practices - Project and team management - Design and implementation of digital innovations - Prototyping and Testing

An impact is created through the following interdisciplinary topics, content and skills: Ethics, responsibility, and sustainability (ERS): - ERS content, examples and/or perspectives - ERS case studies - Ethics in research/good scientific practice - Guest contributions on ERS topics - Group work on ERS topics - Course and/or reading materials on ERS topics - Students work together in groups on ERS topics - Students present, write and/or take exams on ERS topics - Accounting - Data protection - ERS in practice - ERS is an essential topic in the module - ERS and (digital) technologies - ERS and internationalization - Health - Gender equality and diversity - Decent work - Social business - Social responsibility - Transparency and corruption - Environmental protection - Responsible and sustainable practice and production



Entrepreneurship and Digital Transformation | BA-EDT

This module provides an overview of the core areas of business administration. This is done on the basis of scientific study results as well as practical case studies: - Overview of the core areas of business administration - Theoretical foundations of consumer behavior - Overview of strategies and competition - Digitalization and globalization - Overview of classic and digital business models - Digital innovations and methodological approaches (e.g. customer-centric development process, design thinking, platforms, adoption and diffusion) - Changes in the core areas of business management due to digitalization and globalization - Entrepreneurial Financial Planning and Cash Flows - Financial and Cost Accounting: Basic Ideas - Financing of Start-ups and Projects - Legal challenges in startups and firm management - Human Resources - Recruiting and Management The lecture is rounded off by practical presentations and discussions with company representatives on various aspects of the lecture

An impact is created through the following interdisciplinary topics, content and skills: Ethics, responsibility, and sustainability (ERS): - ERS content, examples and/or perspectives - ERS case studies - Ethics in research/good scientific practice - Guest contributions on ERS topics - Data protection - ERS in practice - ERS and (digital) technologies - Social responsibility - Environmental protection - Responsible and sustainable practice and production

Educator Recognition

At University of Hamburg Business School, we recognize educators for quality of teaching in the following ways:

- Annual teaching excellence awards
- Pedagogical innovation grants
- Student-nominated teaching awards
- Course evaluation scores

Teaching Voices

The following statement demonstrates ways in which educators at University of Hamburg Business School support sustainability and responsible management in their classrooms.

Teaching at the University of Hamburg Business School

ERS is a central aspect of programs. It is outlined in the School's values and embodied in the Intended Learning Outcomes (ILOs), especially ILO 5. Socially-responsible decision making and ILO 6: International Mindset. ERS themes are common in business administration modules (73% of bachelor, 51% of master modules). In the last three years, 24% of bachelor and 30% of master theses in the business administration programs have been related to ERS.
The School has been actively increasing its offer of courses in responsible management, soft skills, and personal and academic development since 2023. For example, in the master course “Negotiation and Relationship Management" launched in Winter Semester 2024/25, students learn how to negotiate effectively, develop skills in non-violent communication and in dealing confidently with unfair negotiating partners, and to reflect on their own attitudes and approaches.

Barriers to Innovative Curriculum

In 2025, University of Hamburg Business School identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- Time constraints
- Scalability issues
- History and institutional tradition
- Compliance and legal concerns
- Assessment challenges
- Budgetary limitations
- Resource allocation challenges
- Standardized testing expectations
- Uncertain return on investment

Barriers to Innovative Pedagogy

In 2025, University of Hamburg Business School identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- Assessment rigor concerns
- Budget constraints
- Classroom infrastructure limitations

- Compliance concerns
- History and institutional tradition
- Scalability issues
- Standardized testing pressures
- Time constraints
- Student engagement concerns

Continue telling your story

International Online Sustainability Week

The Business School held its first ever International Online Sustainability Week (IOSW) in September. Organized by Prof. Simone Neumann and Prof. Dr. Christian Thies from the Technical University of Hamburg (TUHH), the IOSW promotes exchange and (practical) engagement with the topic of sustainability at an international level since students participated from the School, Brazil, China, and Ghana. Besides expert lectures, part of the event consists of a simulation of an UN summit to define measures against climate change, as well as group work on the "The Week" project, which deals with concrete proposals for individual contributions to climate protection.

Teaching Ethics, responsibility, and sustainability

In its programs, the School's commitment to ERS is made explicit in two Intended Learning Outcomes:

- ILO 5: Socially-responsible decision making: think and act ethically, responsibly, and sustainably.
- ILO 6: International mindset: engage respectfully and successfully with different cultures and perspectives in an international context. In M.Sc. only: communicate competently and have good negotiation skills in an intercultural context.

This table shows how the School has strengthened ERS content in its programs since 2022.

ERS-related content	**B.Sc.**		**M.Sc.**	
	2022 (in %)	**2025 (in %)**	2022 (in %)	**2025 (in %)**
ILO 5: Socially-responsible decision making	20.9	**28.3**	20.2	**26.8**
ILO 6: International mindset	12.8	**13.8**	10.7	**14.6**
ERS in an important topic in the module	16.3	**18.1**	15.5	**23.2**

ERS content, examples, and/or perspectives	70.9	**74.5**	45.2	**53.7**
Ethics in research/good scientific practice	50.0	**48.9**	39.3	**40.2**
ERS case studies	19.8	**21.3**	29.8	**28.0**
Student theses: ERS is an important topic (2023–2025)	n.a.	**22.9**	n.a.	**29.4**

Table: ERS content in modules offered by the School

For developing the system to track ERS content in modules, which is the source of the figures in Table 9.1 for example, the School was awarded the University of Hamburg Sustainability Prize in 2024. The system was presented to other Faculties at the University as an example of best practice.

ERS is especially strong in the following areas:

- **Ethics in research/good scientific practice** are central to the School's reputation for research and research-based teaching. These values are instilled in students from the outset, for instance in the module "Introduction to Business Research" in the first semester of the B.Sc. in Business Administration.
- **Health Economics** is an elective in business administration and teacher training programs, and a stand-alone master program. Content mainly relates to SDG 3: Good health and well-being.
- **Logistics and sustainability**: SDG 12: Responsible consumption and production is a common theme in modules on logistics and supply chain management.
- **Digital technologies and ethics:** The School offers several modules focusing on AI and ethics.
- **Human resources** is a compulsory module in the B.Sc. in Business Administration, and in the Management specialization in the bachelor and master programs. Content mainly relates to SDG 8: Decent work and economic growth.

Prize for best theses related to ERS: In 2023, the School introduced a sponsored prize for the best bachelor and master theses related to ERS. Each semester, prize winners receive €500 each, and they are interviewed and featured on the School's website.

Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

How We Define Research

The School understands itself as a research-led insitution, as the mission states: Building on Hamburg's history as an international trade metropolis, we develop and teach contemporary approaches to business. In our research and research-based education we focus on evidence-based decision-making. We contribute valuable data-driven insights and foster critical thinking for a sustainable future.

Research vs Research for RME/Sustainable Development

66 Peer-reviewed articles were published by University of Hamburg Business School from this past calendar year.

vs

31 Peer-reviewed articles were published by University of Hamburg Business School from this past calendar year in support of RME.

Research Funding

In 2025, University of Hamburg Business School was awarded funding for research that is:

Local

Institution Specific

International

Regional

National

Socializing Research

In 2025, University of Hamburg Business School contributed research findings to:

- Community organizations
- Government and policy makers
- Industry and business networks
- International media
- Local media
- National media
- Open-access platforms
- Public events and lectures
- Research collaborations
- Blood, Plasma, and Organ Donation

Research Projects

In 2025, University of Hamburg Business School reported 1 research project that implemented responsible or sustainable activities.

Funded research projects at the school

Period Covering: December, 2020 - December, 2026

Department: Business Administration | Accounting | Computer Information Systems | Entrepreneurship | Marketing | Health Economics

School researchers	Year	Project	Donor
Prof. Michel Clement	2021	Blood Donations	German Red Cross
Prof. Jonas Schreyögg	2021	Impact of Public Discourse on Health Care Utilization during the COVID-19 Pandemic	DFG
Prof. Martin Spindler	2021	Detection of Anomalies in Healthcare with Semi-Structured Data	DFG
Prof. Michel Clement	2022	SUPPLY – Strengthening Voluntary Non-Remunerated Plasma Collection Capacity in Europe	Sanquin, German Red Cross, Austrian Red Cross
Prof. Eva Wild	2022	New Work in Hospitals	Insurance company
Prof. Simone Neumann	2023	Autonomous, Flexible Intralogistics Compact Warehouse (AuLoKomp)	Helmut Schmidt University
Prof. Jonas Schreyögg	2023	Health Innovation Next Generation Payment & Pricing Models	EU
Prof. Jonas Schreyögg	2023	Statamed. An Interdisciplinary Health Care Model	Innovation Fund of the Federal Government

Prof. Tom Stargardt	2023	Strengthening the Screening of Lung Cancer in Europe	EU
Prof. Tom Stargardt	2023	Research Training Group "Managerial and Economic Dimensions of Health Care Quality"	DFG
Prof. Jonas Schreyögg	2023	Predicting COVID–19 Vaccination Uptake from Public Discourse: A Machine Learning Approach	Excellence Initiative
Prof. Jonas Schreyögg	2024	R2D - Ready to Discharge? Discharge Management in Cardiological Care	Federal Joint Committee (self-government of the health industry)
Prof. Tom Stargardt	2024	Early Treatment of Atrial Fibrillation for Stroke Prevention Trial in Acute Stroke	EU
Prof. Jonas Schreyögg/ Prof. Tom Stargardt	2025	Genome sequencing: Evaluation of a Model Project for Comprehensive Diagnostics and Therapy Selection	Fed. Ministry of Health, National Assoc. of Statutory Health Insurance Funds

Publications Related to RME and/or Sustainability

Articles related to the SDGs in 2025

Authors: Published by School Faculty

Date of publication: May, 2026

Department: Business Administration | Accounting | Computer Information Systems | Entrepreneurship | Finance | International Business | Management | Marketing | Health Economics

Articles that:

- were published 2025,
- were top ranked – FT50 and/or VHB-Rating A+/A. VHB is the leading rating system in Germany for business administration publications, and
- related to one or more SDGs (only one SDG is identified in column "SDG" but in many cases, more than one is relevant).

Article	**Journal**	**Sustainable Development Goal (SDG)**
Evaluating the impact of privacy regulation on E-Commerce firms	Management Science	16
Burden of Disease in Myalgic Encephalomyelitis/Chronic Fatigue Syndrome (ME/CFS): A Scoping Review	Applied Health Economics and Health Policy	3
Impact of Dark Triad personality traits on COVID-19 vaccination uptake and prevention efforts	BMC Public Health	3
Hospital discharge planning in cardiac care	BMJ Open	3
Demographic and health impacts of women's bodily autonomy	European Journal of Health Economics	3
Does timing matter? The role of health information shocks in measuring willingness to pay	European Journal of Health Economics	3
Cost-utility analysis of 177Lu-PSMA-617 radioligand therapy in second-line and third-line treatment for metastatic castration-resistant prostate cancer (mCRPC) in Germany	European Journal of Nuclear Medicine and Molecular Imaging	3

Predictors and effects of hospital chief executive officer turnover	Health Care Management Review	3
Versorgungs-und Vergütungsstrukturen im Wandel	Gesundheit und Gesellschaft : G + G	3
Hospital Discharge Planning—An Investigation of Outcomes and Interventions	Health Services Research (WILEY)	3
Fachkräfteengpässe in der Gesundheitsversorgung	Ifo-Schnelldienst, ifo Schnelldienst	3
Testing the face validity of an instrument to measure interprofessional collaboration between midwives and obstetricians in antenatal care (InCo_AC) using cognitive interviews	Journal of Interprofessional Care	3
Which consumers change their food choices in response to carbon footprint labels?	Nutrients	3
Qualitative process evaluation of a new short-hospital-stay model with a general medicine focus in Germany (STATAMED): Study protocol	PLoS ONE	3
Trading-off health safety, civil liberties, and unemployment based on communication strategies	PLoS ONE	3
Crowding Out Effects of Opt-out Defaults: Evidence from Organ Donation Policies	PNAS Nexus	3
Strategizing in an inter-organizational setting	Schmalenbach Journal of Business Research	3

Analyse comparative des motivations au don dans 4 pays européens, chez les non donneurs, les donneurs de sang et les donneurs de plasma	Transfusion Clinique et Biologique	3
A cross-sectoral, short-stay hospital model in general medicine (STATAMED): study protocol for a cluster-randomised, stepped-wedge controlled trial	Trials	3
Weiterbeschäftigung im Rentenalter	Der Betrieb	8
Inclusion of autistic IT workforce in action	Information Systems Journal	8
Dynamic driving in seaports	Cleaner Logistics and Supply Chain	9
Preface to the Special Issue on Logistics Optimization for Social Good	International Transactions in Operational Research	9
Digital Responsibility: Current Perspectives and Future Directions	Journal of the Association for Information Systems	9
Why and How Societal Crises Give Rise to Extreme Growth Outliers: A Theory of External Enablement	Academy of Management Review	12
How altruistic alternatives reverse the compromise effect	Marketing letters	12
Consumers are gaining the right to repair - are you ready?	MIT Sloan Management Review	12
Robust prediction of wildfire spread in Australia	IEEE Access	13
Beyond ownership	Corporate Governance: An International Review	16

Simulative assessment of patrol car allocation and response time	European Journal of Operational Research	16
Machine learning in cartel damages estimation	Journal of European Competition Law & Practice	16

Research Barriers

In 2025, University of Hamburg Business School identified the following barriers to conducting research related to sustainability and/or responsibility:

- Funding challenges
- Time constraints

Continue telling your story

Overview: School research related to the SDGs

The School produces excellent research related to ERS. The ERS focus is strongest in health economics. Research in several other areas is also highly relevant, including logistics and CO_2 emissions, ethical entrepreneurship, sustainable finance and institutions, fraud, and AI and ethics. In the past three years, faculty have published 115 academic articles (44% of all academic articles) related to ERS, with 39 appearing in top international journals (FT50 and/or VHB Rating A+/A). The majority of the articles address the following four UN Sustainable Development Goals (SDGs):

- SDG 3: Good health and well-being: 60 articles,
- SDG 9: Industry, innovation and infrastructure: 14 articles,
- SDG 12: Responsible consumption and production: 10 articles, and
- SDG 16: Peace, justice and strong institutions: 21 articles.

Research in Ethics, responsibility, and sustainability

The School produces excellent research related to ERS. The ERS focus is strongest in health economics. Research in several other areas is also highly relevant, including logistics and CO_2 emissions, ethical entrepreneurship, sustainable finance and institutions, fraud, and AI and ethics. In

the past three years, faculty have published 115 research articles (44% of total articles) related to ERS, with 39 (34% of ERS articles) appearing in top international journals (FT50 and/or VHB Rating A+/A). The majority of the articles address the following four UN Sustainable Development Goals (SDGs):

- SDG 3: Good health and well-being. “Ensure healthy lives and promote well-being for all at all ages.” 60 articles.
- SDG 9: Industry, innovation and infrastructure: “Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.” 14 articles.
- SDG 12: Responsible consumption and production: “Ensure sustainable consumption and production patterns.” 10 articles.
- SDG 16: Peace, justice and strong institutions: “Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.” 21 articles.

Scientific practice and ethics: The School is committed to research integrity, as specified in the “Bylaws for Safeguarding Good Scientific Practice and Avoiding Scientific Misconduct at the University of Hamburg” and in the German Research Foundation’s “Guidelines for Safeguarding Good Scientific Practice.” All School researchers and students are made familiar with this code of conduct. The School also has provisions for the management of research data, and a process for declarations of compliance with ethical standards in research projects.

Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

How We Define Partner

School professors and researchers work together closely with practice partners, especially in research. Managers make an important contribution to education by providing courses, especially related to (socially responsible) entrepreneurship, through guest lectures which often focus on real-world (ethical) challenges, and through mentoring programs for master students and doctoral researchers, amongst other things.

Institutional Partnerships

- EFMD (European Foundation for Management Development)
- Local institutions and associations
- Quacquarelli Symonds (QS)
- Times Higher Education (THE)
- University Councils

Student Organization Partnerships

- None

Partnerships

The following provides more details on 6 key partnerships at University of Hamburg Business School.

Sustainable logistics

School researchers work on many ERS-related research projects with commercial practicepartners. Major research partners regarding sustainable logistics include:

- MOIA, VW's pilot electric ride sharing project: Ride pooling with virtual stops. Prof. Malte Fliedner.
- Port of Hamburg: In the TwinSim project, a digital twin of the port has been developed to counter rising costs and competition, and to reduce emissions. Dr. Leonard Heilig.
- Together with several companies, the AuLoKomp projects looks at autonomous, flexible intra-logistics compact warehousing. Prof. Simone Neumann.

German Red Cross (and Austrian)

Many research projects at the University of Hamburg Business School have important implications and contributions for society, and their results are implemented in practice. Examples include:

- Blood donations: Prof. Michel Clement works with the Red Cross in Germany and Austria to develop and test marketing measures to increase blood and plasma donations.

European Covid Survey (ECOS)

Many research projects at the University of Hamburg Business School have important implications and contributions for society, and their results are implemented in practice. Examples include:

- COVID–19 pandemic: In the "European COvid Survey (ECOS)" project, run by Profs. Jonas Schreyögg and Tom Stargardt, more than 7,000 people in seven European countries were surveyed over a three-year period on their attitude toward public health approaches, e.g., their acceptance of vaccines.

Contributions to Non-Profit organizations

School professors are (scientific) board members, consultants, or offer other services to foundations, associations, and other not-for-profit organizations, including:

- Prof. Dorothea Alewell is a speaker or board member of several church organizations, including the Congress of Christian Managers.
- Prof. Nicola Berg works as mentor for the German University Foundation.
- Prof. Michel Clement is a consultant for several foundations, including the Joachim Herz Foundation. He is also head of the supervisory board of the Studierendenwerk Hamburg.

Contributions to government and politics

School professors are board members, consultants, or offer other services to governmental and political agencies at state, national and international level. The School's research is frequently cited in in policy papers. Sage Policy Profiles show, for instance: Prof. Michel Clement (25 citations across 20 policy documents), Prof. Jan Recker (38 citations across 32 policy documents), and Prof. Petra Steinorth (14 citations across 14 policy documents).
School researchers also act as advisors for politics. For instance:

- Prof. Jonas Schreyögg has been Deputy Head of the Council for the Evaluation of the Development in the Health Care System (Sachverständigenrat für Gesundheit und Pflege) since 2015, and a Member of the German Health Financing Commission appointed by the German Government (2025–2026)
- Prof. Michel Clement recently acted as a consultant to the Federal Ministry of Health with respect to organ donations, and to the Federal Government Commissioner for Culture and the Media with respect to renumeration in the streaming industry.

- Prof. Knut Haase was an advisor for the Ministry of Hajj and Umrah in Saudi Arabia.
- Prof. Dietmar Wellisch serves on the scientific advisory council of the Federal Ministry of Finance.
- Prof. Petra Steinorth is a member of the insurance advisory council of the Federal Financial Supervisory Authority (“BaFin”).

Health Care and Social Impact

School researchers work on many ERS-related research projects with commercial practicepartners. Major research partners regarding Health Care and Social Impact include

- Hospitals, insurance company, grief consultants: Grief at the Workplace. Prof. Dorothea Alewell.
- Auticon: inclusion of people with ASD in the IT workforce. Prof. Jan Recker.
- German health insurers: Several projects with real-world applications, including StatAMed, a pilot combining specialized clinic and outpatient care. Prof. Jonas Schreyögg and Prof. Tom Stargardt.

Practice

We adopt responsible and accountable management principles in our own governance and operations.

How We Define Practice

The School is committed to further strenghtening ERS throughout its entire structure (research, education, administration) and its people (academic and administrative staff, students). This is reflected in the School's mission and values, as well as its strategy and day-to-day operations.

Institutional Policies and Practices

- Buildings/real estate
- Campus operations guides
- Carbon reduction or offset commitments
- Climate action plan
- Curriculum guidelines
- Ethical data sourcing guides
- Ethical leadership or good governance policies
- Faculty hiring, tenure, and promotion guidelines
- Greenhouse gas emissions
- Local staff/student/faculty transportation
- Open-access guides
- Professional training opportunities
- Responsible procurement policies
- Student equity, diversity, inclusion
- Sustainability strategy or strategic plan (school or university level)
- AI use guide
- Accreditation body recommendation documents
- Equity reporting (DEI, EDI, etc.)
- School tracks energy use in its main building

Policy Documents Related to RME and/or Sustainability

uhh-klimaschutzbericht-2023-eng	View document	Download document
Equal Opportunity Strategic Plan 2028_Passed 2023	View document	Download document

Practice Awards

In 2025, University of Hamburg Business School received 1 award for responsible and/or sustainable practices.

Prizes for the best theses on “Ethics, Responsibility and Sustainability” 2026

Granter: Forvis Mazars

Grantee: Jannik Fahren, Ali Dohier

Award Description:

Sustainability and ethical and responsible action are more important than ever for our society today - and at the same time represent important personal and professional educational goals in our degree programs. In order to further promote the study of these topics, once a semester the Business School awards two prizes of €500 each to the best theses that deal with ethical issues, problems and solutions in the area of sustainability or responsible action in society. The prizes are sponsored by Forvis MAZARS and are presented at the respective graduation ceremony.

Practice Voices

The following statement from stakeholders at University of Hamburg Business School demonstrates our commitment to sustainable and responsible practices.

International Online Sustainability Week

The Business School held its first International Online Sustainability Week in September 2025. This English-language, blocked online workshop focuses on sustainability and offers a variety of engaging formats. Key components include keynotes from sustainability experts, the "Climate Action Simulation Game", and “The Week" group experience. The Summer School is open to master students at the University of Hamburg and its partners at TUHH, as well as students from universities abroad. It includes guest speakers, the Climate Action Simulation roll-play game and The Week, in which students work together to understand the environmental challenges the world is facing today. Students participate in group discussions and project work, fostering active engagement with sustainability topics.
The main objectives of the International Online Sustainability Week are to raise awareness about environmental issues among students, promote international and interdisciplinary networking, and engage students as active change-makers. Through interactive workshops and discussions, students learn about the challenges of climate change and formulate actionable plans for sustainability.

"We're really excited about the Sustainability Week Summer School," co-organizer Prof. Simone Neumann said prior to the course. "It's a great chance to better understand the major climate challenges we are facing today, and to work together in international teams to work out what we can do to combat climate change – at home, on campus, and in our studies, research and work."
Student Voices

Continue telling your story

Commitment to Ethics, responsibility, and sustainability

The School's commitment to ERS is embedded in its mission to foster "critical thinking for a sustainable future" and its vision of developing responsible "future leaders." The School's values are inspired by the hanseatic "honorable merchants" who have shaped commerce in Hamburg for centuries. Honorable merchants "are smart and successful business leaders with a global network and a pronounced sense of responsibility for their own companies, for society, and for the environment." In line with this, ERS is embodied in three of the School's values:

- *Responsibility:* We uphold and encourage sustainable, socially responsible behavior.
- *Openness:* We engage openly with other disciplines, communities and cultures. We embrace diversity in all its forms.
- *Connectedness*: We are a collegiate and supportive community that fosters cooperation and gives researchers and students the autonomy to flourish."

School strategy: ERS is an integral part of the School's Strategy 2027, especially in regard to Research, and Programs and Students, and inherently in the School's Equal Opportunities Strategy.
University strategy: The University's strategy is built around the guiding principle of "Innovating and Cooperating for a Sustainable Future in a Digital Age." In 2025, the University released its comprehensive 2030 Sustainability Strategy. The university is ranked first in Germany and 46th internationally in the QS Sustainability Ranking 2026.

Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

How We Define Share

Through regular reporting on ERS (e.g., on equality, sustainability, diversity, and internationalization) in its Annual, PRME and EQUIS reports, as well as its communications, the School seeks to be transparent. The School strives for continuous improvement and further development.

Engagement Opportunities

University of Hamburg Business School offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- Boards and advisory committees
- Annual reports
- Feedback mechanisms (e.g., surveys, suggestion boxes)
- Open faculty and student meetings and town halls
- Public events and panel discussions
- Publicly accessible sustainability data and dashboards
- Sustainability-focused research and collaboration Opportunities

Communication Audiences

University of Hamburg Business School communicates its policies and progress on sustainable development and responsibility with:

- Accreditation bodies
- Boards and advisory committees
- Business and industry partners
- Faculty and staff
- Media and public relations channels
- Prospective and current students
- Research and academic networks

Sharing Voices

The following statement from stakeholders at University of Hamburg Business School demonstrates our commitment to sharing and learning from sustainability and responsible management practices.

Communication between university departments, social media, website, online marketing

Denise Longe, coordinator for marketing and communications, University of Hamburg Business School:

Collective learning through exchange at various levels within the University of Hamburg and the Business School is an important part of my work. For instance, there are working groups focusing on topics such as social media and university communication. These groups allow speakers from different schools to share their experiences. These groups result in new synergies, such as smaller exchange groups. In addition to the educational benefits, these exchanges connect us beyond our own school and strengthen our sense of cohesion and shared goals.

Communication Barriers

University of Hamburg Business School faces the following barriers in transparent communications:

Continue telling your story

Contributions to the wider community

Contributions to the wider community

Contributions to society: Many research projects have important implications for society, and their results are implemented in practice. For example

- People flows at mass events: Prof. Knut Haase leads projects planning people flows to avoid mass catastrophes. His work helps ensure crowd safety (e.g., at the Hajj, at the Football World Cup 2022).

Contributions to government and politics: School professors are board members, consultants, or offer other services to governmental and political agencies at state, national and international level. The School's research is frequently cited in in policy papers.

Contributions to not-for-profit organizations: School professors are (scientific) board members, consultants, or offer other services to foundations, associations, and other not-for-profit organizations.

Community outreach activities

Communications: The School actively addresses a broader community, for instance with the following:

- Series of events under the title “Knowledge on tap” (“Wissen vom Fass”), where professors present their work in restaurants, cafes, and bars.
- The “Doing the Research” series, published on the University website and now in Hamburg’s major newspaper. Together with the University’s communications department, the School regularly produces short interviews with faculty about research relevant to a broader public, including:
  - Prof. Petra Steinorth, Sophia Bock: Flood Risk Insurance: Voluntary or Mandatory?
  - Prof. Anne Lauscher, Carolin Holtermann: Creating AI to Reflect Cultural Diversity
  - Prof. Nicola Berg and Janine Allenbacher: How Can Multinational Companies Make Their Supply Chains More Sustainable?
  - Prof. Dorothea Alewell, Marie-Therese Wiese, and Ricarda Reich: Where Do You Like to Work? Preferred Working Locations Holistically Researched
  - Prof. Malte Fliedner, Dr. Tobias Cors: New Model Helps Heavy Industry in Energy Transition
- “Long night of the Sciences” (“Lange Nacht der Wissenschaften”). The School participates in the yearly event, where institutions of higher education in Hamburg open their doors to the public and present their research to a broader public.
- “Children’s University” (“Kinder-Uni”). In this annual University event, researchers explain their research to children aged eight upwards.

Programs:

- The School opens several of its modules to the public through the University’s contact studies program. Interested “students” (typically senior citizens) take part in modules without having to pursue a degree.
- School classes sometimes attend School courses to get a feeling for what it is like to study at a University.

Student initiatives: Student initiatives like AIESEC and especially 180 Degrees Consulting provide pro bono consulting services for social businesses and NGOs.

Contribution to ERS to and from the world of practice

Research:

School researchers work on many ERS-related research projects with commercial practicepartners. Major research partners include:

- German health insurers: Several projects with real-world applications, including StatAMed, a pilot combining specialized clinic and outpatient care. Prof. Jonas Schreyögg and Prof. Tom Stargardt.

- Red Cross (Germany, Austria): a long-running series of projects on marketing to increase blood and plasma donations. Prof. Michel Clement.
- Sustainable logistics: Together with several companies, the AuLoKomp projects looks at autonomous, flexible intra-logistics compact warehousing. Prof. Simone Neumann.
- MOIA, VW's pilot electric ride sharing project: Ride pooling with virtual stops. Prof. Malte Fliedner.
- Port of Hamburg: In the TwinSim project, a digital twin of the port has been developed to counter rising costs and competition, and to reduce emissions. Dr. Leonard Heilig.
- Hospitals, insurance company, grief consultants: Grief at the Workplace. Prof. Dorothea Alewell.
- Auticon: inclusion of people with ASD in the IT workforce. Prof. Jan Recker.

Programs:

Modules taught by managers often focus on or strongly incorporate ERS-related content. Since 2023, these have included:

- Consolidated financial reporting and sustainability reporting,
- Corporate Governance and Compliance,
- Coaching competence as a key qualification: fundamentals, methods, and practical tools,
- Negotiation and Relationship Management, and
- Negotiations workshop for FLINTA (FLINTA is a German term encompassing women and LGBT+).

Guest lectures from managers often look at ERS themes. Common topics include sustainability reporting, fraud, sustainable logistics, and ethical health administration.

Entrepreneurship:

ERS plays an important role in the School's entrepreneurship activities. For instance:

- A number of socially-responsible startups have emerged from the School. Many have received EXIST startup funding. Recent startups include:
  - Hivesound, which uses AI sound recognition to monitor the health of honey bees,
  - Lunar, an app which uses AI to deliver accurate, audible information about the surrounding environment for people with limited vision.
  - Reliyoo: a smart cushion for long-term comfort for wheelchair users,
  - wahl.chat: a chatbot with information about political parties to inform potential voters.
- Promising startups which have received EXIST-Women funding include:
  - Lu:bici: a hightech, environmentally friendly wax. First developed for bicycle chains, it has great potential in other fields.
  - Veridu: an app for teachers and students to improve the environment and strengthen and support mental health in the classroom.

SIGNATORY

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