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Mercator School of Management

With 26 professors and almost 100 research associates, the Mercator School of Management (MSM) is a medium-sized faculty that specialises in business administration.

The School takes its regional and social responsibility seriously. Through its comprehensive, targeted educational programmes and engagement with academic and social issues, it supports economic growth in its region. Its academic profile comprises three specialist disciplines with a focus on research as well as industry applicability: Accounting and Finance, Technology and Operations Management and Management and Marketing. It further incorporates competences in economics and regional studies. The MSM has established an advisory council staffed with high-ranking representatives of the regional and interregional industry, which supports its teaching, research and self-government.

While the School is committed to striking a careful balance between application-oriented and fundamental research, its departments focus on a variety of specialisms. Over the past years, the MSM has made considerable progress in its fundamental research activities. This is reflected by the large number of contributions it has made to international A+/A journals, its increased participation in renowned international conferences, the expansion of its international and institutional research network, and the acquisition of funding from the German Research Foundation (Deutsche Forschungsgemeinschaft, DFG).

The continued practical orientation of the School's research projects is visible in its many long-term partnerships with industry and politics. A large number of projects funded by the European Union and the Federal Ministry of Education and Research (Bundesministerium für Bildung und Forschung, BMBF), research contracts for the private sector, and regular conferences and workshops underscore its high profile and success in this field.

Alongside the transfer of application-oriented research results to industry practice, the transfer of academic insights to teaching practice plays a central role in the School's activities. This applies equally to all disciplines. The MSM continues to uphold its commitment to the unity of research and teaching. Through its interdisciplinary collaboration with the other faculties of our university, it has developed close working relationships with

Informatics, Mathematics, Social Sciences, Humanities, and Engineering.

Research

In 2019 and 2020, the School further increased its publication rate in international A+/A journals. This development underscores its successful internationalisation and increased research performance, as do the additional DFG funding it has secured for its own projects and its increased involvement in DFG-funded collaborative projects. The German Research Foundation currently funds Professor Alf Kimms's project on logistic planning issues in disaster relief, Professor Martin Hibbeln's project on agency problems in loan securitisation, Professor Eugen Kovac's project on the theory and practice of timing games, and Professor Tobias Seidel's project on innovation, technology diffusion and income inequality in interdependent market launches. Professor Marie Paul participates in the DFG priority programme no. 1764, 'The German Labor Market in a Globalized World'. Her sub-project is titled 'Female Employment Patterns, Fertility, Labor Market Reforms and Firms: A Dynamic Treatment Approach'.

The DFG research training group no. 2428, which focuses on regional inequality and economic policy, is a joint endeavour by the Ruhr University Bochum, TU Dortmund and the University of Duisburg-Essen. Professor Tobias Seidel from the MSM is its spokesperson alongside Professor Marie Paul and Professor Jens Wrona, who also represent the School in this particularly significant project.

Nearly 20 other externally funded projects contribute to the research output of the MSM during the relevant period. They include various BMBF-funded projects, such as Professor Margret Borchert's study 'AKTIV-kommunal', which examines ways of structuring work for communal companies in digital innovation and change processes, and Professor Gertrud Schmitz's study 'smart Market²' on interactive shopping experiences in inner cities. The IN-EAST School of Advanced Studies, managed by Professor Markus Taube, and Professor Thomas Bienengraber's project BEaGLE, which



Selected Publications

Balafoutas, L., S. Czermak, M. Eulerich, H. Fornwagner (2020): *Incentives for dishonesty: An experimental study with internal auditors. Economic Inquiry, Jg. 58, Nr. 2, 764–779.*

Briskorn, D., A. Kimms, D. Olschok (2020): *Simultaneous Planning for Disaster Road Clearance and Distribution of Relief Goods – A Basic Model and an Exact Solution Method. OR Spectrum 42, 591–619.*

Dizdar, D., E. Kovac (2020): *A simple proof of strong duality in the linear persuasion problem. Games and Economic Behavior, 122, 407–412.*

Fiocco, R., D. Guo (2020): *Regulatory risk, vertical integration, and upstream investment. European Economic Review, 128.*

Gönsch, J. (2020): *How much to tell your customer? – A survey of three perspectives on selling strategies with incompletely specified products. European Journal of Operational Research 280 (3), 793–817.*

Heinberg, M., C.S. Katsikeas, H.E. Ozkaya, M. Taube (2020): *How nostalgic brand positioning shapes brand equity: differences between emerging and developed markets. Journal of the Academy of Marketing Science 48, 869–890*

Hibbeln, M., L. Norden, P. Usselman, M. Gürtler (2020): *Informational Synergies in Consumer Credit. Journal of Financial Intermediation 44.*

Schur, R., J. Gönsch, M. Hassler (2019): *Time-Consistent Risk-Averse Dynamic Pricing. European Journal of Operational Research 277 (2), 587–603.*

Seidel T., M. v. Ehrlich (2019): *Financial development and inequality in the global economy. Scandinavian Journal of Economics 121, 1533–1560.*

Seidel T., M. Henkel (2019): *A spatial perspective on European Integration: Heterogeneous welfare and migration effects from the Single Market and the Brexit. Economic Inquiry 57, 333–352.*

Seidel, T., J. Wickerath (2020): *Rush hours and urbanization. Regional Science and Urban Economics 85, issue C.*

focuses on qualifying teachers for inclusive education, also receive funding from the Federal Ministry of Education and Research (BMBF).

In 2019 and 2020, like in the previous years, the MSM (co-)hosted many academic meetings, conferences and workshops in Duisburg, three of which will be outlined here as examples. On 19 November, Professor Werner Pascha and Professor Markus Taube contributed to the organization of the symposium ‘The EU-Japan EPA in Action: First Experiences and Further Steps’. Both are members of the Institute of East Asian Studies, which celebrated its 25th anniversary at the 23rd East Asia Day held on 14 June 2019. The focus of the event was the future of industrial policy in Japan, China and Germany. On 20 March 2019, the Department of Banking and Finance (chaired by Professor Bernd Rolfes) organised the 23rd banking symposium, an event with a long tradition at the University of Duisburg-Essen. Its topics included sustainable and climate finance and cultural change resulting from the digital transformation.

Transfer and sustainability

The University’s start-up and technology transfer activities have been based at the MSM since 2015. They are coordinated by the Competence Centre for Innovation and Entrepreneurship (IDE) under Professor Volker Breithecker and Professor Esther Winther (of the Faculty of Educational Sciences). The University is currently working on expanding its start-up potential beyond research groups by offering screenings and consultations within the scope of the GUIDE project, based at the Science Support Centre. In 2018, the organisation Stifterverband für die Deutsche Wissenschaft lauded the IDE’s start-up support programme and the modern methods and formats it employs to promote innovation beyond the narrow framework of traditional transfer. The centre has further launched the EXIST scholarship advice service, design-based innovation workshops, and various EU projects that are co-financed with donated funds from the MSM, such as the InnovationHUB

Duisburg-Essen (EFRE InnovationHUB), the Innovations- und Gründungsinitiative Niederrhein (EFRE IGNI) and the Future Champions Accelerator Rhein-Ruhr. Professor Volker Breithecker’s project ‘small business management’ (sbm) offers a variety of extensive courses on entrepreneurship and business succession. It is currently in its 22nd year. The sbm project gave rise to the Master of Arts in Innopreneurship, an interdisciplinary and highly successful programme that is unique in Germany. Launched in the 2017/18 winter semester, it incorporates design-based intellectual frameworks and scientific methods for generating start-up concepts. What began as an interdisciplinary degree programme with only 23 students just three years ago attracted more than 100 applications for the current 2020/21 academic year. In the winter semester, 21 eligible, new innopreneurs began their studies.

In the field of sustainability research, a range of projects was launched to study the resource-efficient use of ecologically relevant developments. They include the EU/EFRE project ‘Competence Net Urban Industrial Supply (CONUS)’ with its sub-project on smart logistic grids for the bioeconomy and a project on developing revenue management instruments in car-sharing contexts. Both are overseen by Professor Jochen Gönsch.

Collaborations and international affairs

The Mercator School of Management belongs to a global network of around 50 partner universities with which it maintains formal collaboration agreements. Most of these universities are based in Europe (28 out of 50) and are also partnered with the MSM in the ERASMUS programme. Eight partner universities are in Asia; twelve are in the United States. The MSM also has one partner university in South America and one in Australia. Its European collaborators include the SGH Warsaw School of Economics, the Université Paris-Sorbonne, Paris IV and Sabancı University in Istanbul. In the United States, the MSM works with the University of Illinois, Urbana-Champaign, and the University of California, Riverside, among others. Its East Asian partners include Sophia



Prodean Professor Dr Alf Kimms

University in Tokyo and the Hong Kong Baptist University (HKBU), with which the School has collaborated for more than a decade, alongside more recent agreements, such as with Chung-Ang University in Seoul. For more than five years, the MSM has jointly organised a very successful, international seminar for doctoral researchers (IDOC) with the University of North Carolina, Charlotte (UNCC).



junior professorship of Professor Rouven Schur and, further afield, the chair of Professor Torsten J. Gerpott are the main points of contact in this new research area. Operations Research/Logistics is also a part of the 'Urban Systems' research profile at UDE. The MSM seeks to expand the new key research area further and establish another in the near future.

Professor*innen

Professor Dr Jost Adler	Professor Dr Yuan Li
Professor Dr Peter Anker	Professor Dr Antje Mahayni
Professor Dr Thomas Bienengräber	Professor Dr Michael Manitz
Professor Dr Margret Borchert	Dr Marc Nückles
Professor Dr Volker Breithecker	Professor Dr Werner Pascha
Professor Dr Peter Chamoni	Professor Dr Marie Paul
Jun.-Professor Dr Shuanping Dai	Professor Dr Joachim Prinz
Professor Dr Marc Eulerich	Professor Dr Bernd Rolfes
Professor Dr Torsten J. Gerpott	Professor Dr Gertrud Schmitz
Professor Dr Jochen Gönsch	Professor Dr Tobias Seidel
Dr Dongyu Guo	Professor Dr Markus Taube
Dr Marcel Henkel	PD Dr Jochen Theis
Jun.-Professor Dr Martin Hibbeln	Dr Daniel Weimar
Professor Dr Alf Kimms	Jun.-Professor Dr Jens Wrona
Professor Dr Annette G. Köhler	Jun.-Professor Dr Lilia Zhurakhovska
Professor Dr Eugen Kovac	

Outlook

When it was founded, the Faculty was primarily practice-oriented. Over the past four decades, however, it has gradually established and developed its research profile. Besides the industry collaborations and projects that go hand in hand with all applied science, the MSM currently targets outstanding publications and highly competitive third-party funding for its research. During the past few years, it has achieved promising results in research rankings, and it will focus on stabilising that development in future.

Operations Research/Logistics has recently developed into a new key research area at MSM, adding to the existing specialisms of Accounting/Finance, Economics and East Asian Economics. The professorial chairs of Professor Alf Kimms, Professor Jochen Gönsch, Professor Michael Manitz, the recently appointed

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