



SRH Berlin University of Applied Sciences –

Annual Report on Scientific and Artistic Activities 2022

Berlin School of Management

Berlin School of Technology

Dresden School of Management

Berlin School of Popular Arts

Berlin School of Design and Communication

SRH Campus Hamburg

August 2023

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1 Introduction

The present annual report summarizes the scientific output and activities of professors and research associates at the six SRH schools in 2022: the Berlin School of Management, the Berlin School of Technology, the Dresden School of Management, the Berlin School of Popular Arts, and the Berlin School of Design and Communication, and the SRH Campus Hamburg.

Over the past two years, most of the academic staff at the SRH Berlin University of Applied Sciences had to transition their work to an online environment. In 2022, it was again possible for research, artistic activities and teaching to take place at the campus under the conditions imposed by the Corona Pandemic. The cohesion of the SRH Berlin could thus be strengthened through a mixture of online and face-to-face events. Many professors working in different faculties also continued to grow together due to professional cooperations. Furthermore, the new SRH Campus Hamburg was fully integrated as an SRH school in 2022, offering students an additional location.

In the present report, we first provide an overview of the highlights at each school throughout the year 2022, outlining the research workshops, conferences, and expert talks given by SRH researchers. Next, we introduce the research profile of the SRH Berlin University of Applied Sciences, presenting the university's research strategy, third-party funded projects, and institutes. Furthermore, we present the Ethics Committee, the winner of the research award in 2022, and current lighthouse projects.

The next section introduces the profiles of the professors and research associates at all six schools. At the end of the research report, we give an overview of the research and artistic output and activities of professors and research associates at the SRH Berlin University of Applied Sciences that were published in 2022. In total, the year 2022 has been a successful year for the SRH Berlin University of Applied Sciences, with more than 100 publications and 18 third-party-funded projects.

2 School Highlights

2.1 Highlights at the Berlin School of Management

Special publication achievements of professors/research associates

Becker, T. (2022). Whitepaper: Overcoming today's supply chain disruptions, Whitepaper. Overcoming Today's Supply Chain Disruptions. *Regrello Community*. <https://community.regrello.com/articles/post/whitepaper-overcoming-today-s-supply-chain-disruptions-cuUl4CCx8T2Qo8M>

Gerlach, R., & Gockel, C. (2022). A question of time: How demographic faultlines and deep-level diversity impact the development of psychological safety in teams. *Frontiers in Psychology*. doi: 10.3389/fpsyg.2022.765793.

Schermuly, C. C., Koch, J., Creon, L. E. & Drazic, I. (2022, online). Developing and testing an instrument to measure the culture for psychological empowerment in organizations (IMPEC). *European Journal of Psychological Assessment*. <https://doi.org/10.1027/1015-5759/a000708>

Schermuly, C. C., Creon, L. E., Gerlach, P., Graßmann, C., & Koch, J. (2022). Leadership styles and psychological empowerment: A meta-analysis. *Journal of Leadership & Organizational Studies*, 29 (1), 73-95. <http://doi.org/10.1177/15480518211067751>wards (please include the date of the award and a short description)

Stecker, C. (2022). Verantwortung übernehmen durch Kompetenzentwicklung und Weiterbildung. In B. Badura, A. Ducki, M. Meyer & H. Schröder (Hrsg.), *Fehlzeiten-Report 2022. Verantwortung und Gesundheit* (S. 261-274). Springer. https://doi.org/10.1007/978-3-662-65598-6_17.

Further projects and activities

Prof. Dr. Dr. Alexander J. Wulf, Prof. Ian Towers, PhD and Dr. Sönke Häselser have won an internal research project on "The Further Development of the Social Market Economy Beyond Redistribution and Social Benefits". Within the framework of this project, our research achievements in this topic area will be supplemented with legal policy proposals from legal economics, empirical legal research and institutional economics, selected according to systematic criteria. Thus, a comprehensive concept for further development of the social market economy beyond redistribution and social benefits will be developed.

Lisa Gibellino and Prof. Dr. Jacek Welc organized several virtual transfer sessions. In terms of the IVAC program, the overall goal of the course was to strengthen students' intercultural and digital competencies. The academic and didactic objective of the course was to analyze a real-life case study of Covid-19-related financial problems of a large international

company. Together with IM students, students from the Mexican partner university analyzed possible options for reducing the resulting financing gaps in smaller working groups. A total of 81 students participated in the "Global Classroom", of which 40 were students from the IM program and 41 students from the Mexican TEC.

Other special achievements

The International Management Program at the BSM achieved the FIBAA Premium Seal 2022. "FIBAA has been awarding its Premium Seal since January 1, 2008, and we are very pleased to be able to present it to your university for the study program International Management (M.A.).", said Prof. Dr. jur. Bert Eichhorn. The evaluation certifies that these programs considerably surpass all of the quality requirements outlined by FIBAA. The distinction of a FIBAA Premium Seal gives students, prospective students, graduates, universities, and the job market a reliable indication of the exceptional quality of the study program." (FIBAA)

2.2 Highlights at the Berlin School of Technology

Special publication achievements of professors/research associates

Khadse, Himanshu & Beck, Gesa. (2022). Bibliometric analysis of the electrochemical recycling of metals for waste treatment [Poster Presentation]. DGM MSE conference, Darmstadt, Germany. DOI: 10.13140/RG.2.2.21619.81440.

Sarquah, K., Narra, S., Beck, G., Awafo, E. A., & Antwi, E. (2022). Bibliometric analysis; characteristics and trends of refuse derived fuel research. *Sustainability*, 14(4), 1994.

Events promoting the transfer between research/art and practice/teaching

Prof. Dr. Gesa Beck organized a colloquium of the Berlin School of Technology at the SRH Hochschule Berlin every second Wednesday of the month.

Other special achievements

Prof. Dr. Dr. Alexander J. Wulf and Dr. Ognyan Seizov presented the major findings from the research project "The ABC of Online Disclosure Duties: Towards a More Uniform Assessment of the Transparency of Consumer Information in Europe" in a popular and innovative digital format: an animated explainer video. The goal of the project, an international collaboration between SRH Berlin University of Applied Sciences, the University of Amsterdam, and the University of Exeter, is to formulate clear and uniform guidelines for improving the transparency of consumer information online. Prof. Wulf and Dr. Seizov designed and conducted a series of qualitative and quantitative studies with experts and consumers across the EU in order to arrive at the conclusions presented in the video. The research project is funded by the German Research Foundation (DFG). The video production was funded by the SRH Research Transfer Budget.

Gesa Beck has been the topic coordinator of the topic "Circular Materials" at the Conference Material Science and Engineering (MSE 2022), Darmstadt, September 2022.

2.3 Highlights at the Dresden School of Management

Special publication achievements of professors/research associates

- Vink, L., Kappert-White, A., Bohne, H. (2022): Cultural heritage and tourism: Friesland tea. In L. Jolliffe (Hrsg.), Routledge Handbook of Tea Tourism. New York: Routledge
- Bohne, H. (2022): Internal Branding. In: D. Buhalis (Hrsg.), Encyclopedia of tourism management and marketing. Cheltenham: Edward Elgar Publishing Ltd.
- Bohne, H. (2022): Teegenuss als Zeremonie – Kulturelles Erbe zwischen Tibet, Chile und Ostfriesland, in: Journal Culinaire – Kultur und Wissenschaft des Essens, Edition Wurzer & Vilgis, No. 35/2022 Camellia sinensis, S. 38-44
- Borkmann, V. (2022): Specific use cases in the metaverse. In: Bitkom e. V. (Hrsg.): A guidebook to the metaverse. Technological and legal basics, potential for business, relevance to society. Bitkom: Berlin, p. 31-34; S. 72.
<https://www.bitkom.org/EN/Publications/Guidebook-Metaverse>
- Borkmann, V., Stroh, F., Tombeil, A. (2022): Wirtschaftsfaktor 360° Gastwelt - Mehrwert durch vernetzte Wertschöpfung in Tourismus, Hospitality und Foodservice in Deutschland. Stuttgart: Fraunhofer IAO. DOI: 10.24406/publica-387
<https://publica.fraunhofer.de/entities/publication/bfaf7244-52a6-42b6-9cd0-13e08026e6cf/details>
- Borkmann, V., Dienes, K., Vrhovac, B. (2022): Reallabore in der Elasticity - Instrument zur Innovationsförderung in der Stadtentwicklung. Stuttgart: Fraunhofer IAO. DOI: 10.24406/publica-423 <https://publica.fraunhofer.de/entities/publication/52a3c4b4-b921-4503-8342-51239111752a/details>
- Soleimani Zoghi, F. & Antonschmidt, H. (2022). "An Overview of Risk Management Practices in Hospitality Organizations in Germany", Journal of Hospitality Financial Management, Vol 30 (2), Article 6. DOI: <https://doi.org/10.7275/8xsm-2k07>
- Soleimani Zoghi, F (2022). "An analysis on complaint behavior of hotel guests in Italy", Review of Socio-Economic Perspectives, Vol 7(3), 19-25. DOI: <https://doi.org/10.19275/RSEP132>

Further projects and activities

Assessment of Sustainability Labels for Hotels

The project's aims are to compare popular sustainability labels, to show which of them can unambiguously identify hotels as sustainable, and to formulate recommendations how to improve sustainability labelling systems for hotels in general. Duration: October 2022 – June 2023. The project was funded by the German Environmental Agency [Umweltbundesamt]. SRH Participants: Hannes Antonschmidt

2.4 Highlights at the Berlin School of Popular Arts

Special *research* publication achievements of professors/research associates

Biehl, Brigitte (2022): Frauen und Führung: Geschlechterstereotype und unsichtbare Barrieren aus Sicht der „Gender in Management“-Forschung. *Rechtshandbuch für Frauen- und Gleichstellungsbeauftragte*. Hrsg. v. Berghan, S. & Schultz, U. Loseblatts. Hamburg: Dashöfer. 4.2, 1-31.

- Biehl, Brigitte (2022): Gender und Leadership. Zukunftsweisende Führung (32671), Teil 3. *Studienbrief, Fakultät für Wirtschaftswissenschaft, FernUniversität in Hagen* (118 Seiten).
- Beuthner, Michael, Bomnüter, U. & Kantara, J. A. (Eds.) (2022): *Risiken. Krisen. Konflikte. Herausforderungen und Perspektiven medialer Vermittlungen*. Springer VS.
- Bisges, Marcel (2022): *Die persönliche geistige Schöpfung zwischen Rechtsprechung und Medienpsychologie - Eine Empirische Untersuchung*. Baden-Baden: Nomos.
- Girgensohn, Katrin (2022): Schreibwissenschaft als Zuhause für meine Begeisterung. In S. Haacke, A. Karsten, & I. Scharlau (Eds.), *Theorie und Praxis der Schreibwissenschaft: Vol. 14. Reflexive Schreibwissenschaft: Disziplinäre und praktische Perspektiven* (pp. 53–59). WBV.
- Kleiner, Marcus S. (2022): *Bruce Springsteen*. Stuttgart. (2. Aufl. Dezember 2022)
- Provedi, R. (2022). *Il cinema di PP Pasolini*. *Giornale dell'Arte*. Università di Urbino.
- Sennewald, Nadja (2022): Über das/mit dem/Schreiben denken. In S. Haacke-Werron, A. Karsten & I. Scharlau (ed.), *Reflexive Schreibwissenschaft. Disziplinäre und praktische Perspektiven*. Wbv.
- Teigler, Rolf (2022). „Dystopie ist feige. Der Klimawandel als Filmstoff zwischen Katastrophenszenario, Beziehungsgeflecht und visionären Utopien“. In: Beuthner, M., Bomnüter, U., & Kantara, J. A. (Eds.) (2022). *Risiken. Krisen. Konflikte. Herausforderungen und Perspektiven medialer Vermittlungen*. Springer VS.
- Herr, J., von Georgi, Richard & Starcke, Katrin (2022). Massenmagnet oder Publikumskiller? Eine experimentelle online-Studie zum Einfluss von Hintergrundmusik und Persönlichkeit auf die subjektive Bewertung des präsentierenden Unternehmens eines Messestandes. In: C. Zanger (Hrsg.), *Events und Wege aus der Krise* (139-158). Wiesbaden: Springer Gabler.

Special artistic publication achievements of professors/research associates

- SRH Berlin. (2022): "Over the Rainbow", Claudia Santoso (Singposium) [Video]. YouTube.
- Robert Keßler Trio (2022): „Little People“ [CD], GLM Music.
- Lingnau, Robert (2022): "Music Production in a Nutshell" – Six episodes of video tutorials on music production with a duration of approximately one hour each as well as a library of native African percussion sounds, accompanied by on-location video shootings, for public use as a collaborative outcome of our DAAD-Project "SESDH" in cooperation with the University of Dar es Salaam, Tanzania.
- Teigler, Rolf (2022): Drei filmische Blicke in die Zukunft: Ist die Dystopie feige oder ist die Utopie naiv? Symposium Ökotoptien und Dystopien in Kunstgeschichte, Kultur und Film. Institut für Kunstgeschichte, Universität Regensburg.
- Thiele, Thomas (2022): Media-Project "So fern, so nah" ("So far, so close"). Production of a video-podcast about the war in the Ukraine. 9 episodes, talks with media experts and refugees, Berlin, presented on SRH-Instagram and on YouTube.

Hosted conferences/workshops/expert talks

Aperdanner, Bene (2022): Singposium, panel discussion „Casting Show“.

Biehl, Brigitte & Weibler, J. & Referat Chancengerechtigkeit & Gleichstellungsstelle (2022): Jenseits von Wonder Woman und Superman - Zukunftsweisende Führung in Film und Serien, Online meeting on the occasion of International Women's Day, FernUniversität in Hagen.

Satama, S., Biehl, Brigitte & Helin, J. (2022): Vulnerability and Embodied Experience in Organizations, 38th EGOS (European Group for Organizational Studies) colloquium: 2022 The Beauty of Imperfection (Conference Stream 66), WU Wirtschaftsuniversität Wien.

Girgensohn, Katrin (2022): "Writing Center Research as Empowerment – Experiences from The Writing Center Exchange Project (WCEP)". Scientific workshop together with Anne-Marie Eriksson (Chalmers University, Schweden) und Íde O'Sullivan (University of Limerick, Ireland). Conference of the European Writing Centers Association (EWCA).

Kleiner, Marcus S. (2022). Zwischen toxischer Männlichkeit und Männlichkeit als Krisenerfahrung: Führung am Beispiel von Clans. Vortrag im Rahmen der Tagung „Jenseits von Wonder Woman und Superman – Zukunftsweisende Führung in Film und Serien. FernUniversität Hagen, Fakultät Wirtschaftswissenschaften, Referat Chancengleichheit, Gleichstellungsstelle.

Secara, Marc (2022): Singposium, scientific director, moderator of the panel discussion. This symposium provided a platform for vocal teachers, singers, voice teachers, speech therapists, and research-based actors from the fields of general education schools, music schools, and colleges/universities to discuss concepts, problems, and approaches to solutions for vocal education in popular styles.

Sennewald, Nadja (2022): "Reflexionen – ein Überblick". Presentation at Conference of Gesellschaft für Angewandte Linguistik e.V. (GAL), Sektion Schreibwissenschaft, Julius-Maximilians-Universität Würzburg.

Bötsch, I., Herr, J. & von Georgi, Richard (2022): Aesthetic Perception and Experience Scale (APES): A Measure of aesthetic sensitivity. 52. DGPs-Kongress. Universität Hildesheim.

Events promoting the transfer between research/art and practice/teaching

Biehl, Brigitte (2022): Leadership as an Art. Kreative Ansätze für Führung in Zeiten hoher Dynamik und Unsicherheit. Universitätsspital Basel, CAS. Accompanying change processes in healthcare organizations.

Other special achievements of professors/research associates

Bisges, Marcel (2022): The Technische Universität Berlin has awarded Professor Marcel Bisges (Copyright and Media Law) the title of Doctor of Philosophy in Communication Studies for his research work "Die persönliche geistige Schöpfung zwischen Rechtsprechung und Medienpsychologie". This is his third doctorate.

Project „Homeland – A Cli-Fi Shortfilm“ (2022)

In cooperation with Alfred-Wegener-Institute for Polar and Marine Research a screenplay for the cli-fi shortfilm HOMELAND was written and will be produced in April 2023. SRH Participants: Prof. Rolf Teigler, Prof. Régine Provvedi, Prof. Dr. Michael Beuthner, Dr. Thomas Klein, 12 students from B.A. Film und Fernsehen. In Cooperation with: Helmholtz Verbund Regionale Klimaänderung und Mensch (REKLIM), Alfred-Wegener-Institut für Polar- und Meeresforschung. Funded by Helmholtz Verbund Regionale Klimaänderung und Mensch (REKLIM), Alfred-Wegener-Institut für Polar- und Meeresforschung, Ludwig Kameratechnik.

Project "Know & Grow: Aufklärung - Selbstmanagement - Empowerment für Kinder und Jugendliche mit seltenen chronischen Stoffwechselerkrankungen." - Know & Grow: education - self-management - empowerment for children and adolescents with rare chronic metabolic diseases. (2022)

In this research project, new ways for child-friendly information and educational material for young patients (0-18 years) with chronic metabolic diseases and their families will be researched, designed and implemented. SRH participants: Prof. Lars Roth, Rebecca Heine, Taisiya Brutsкая. In Cooperation with: Charité-Universitätsmedizin Berlin, Campus Virchow Klinikum, CC17, Kinderklinik m.S. Gastroenterologie, Nephrologie und Stoffwechselerkrankungen, Sozialpädiatrisches Zentrum für chronisch kranke Kinder, Sektion Pädiatrische Stoffwechselmedizin, Prof. OÄ Dr. N. Weinhold, Dr. Sophie Kurtjens, Sarah Roschke. Gefördert von Nutricia Milupa GmbH, Berliner Sparkassenstiftung Medizin

Project „Skills, Employability, Sustainable Development for the Humanities (SESDH)“ (2019-2022)

This joint project runs in collaboration between the SRH Berlin School of Popular Arts and the Department of Creative Arts at the University of Dar es Salaam in Tanzania. It aims at reviewing the B.A.-programs offered in the Department of Creative Arts, especially in the Music Department, to build competencies in graduates focusing on employability in order to, for example, raise the chances for entrepreneurial undertakings. The project also aims at introducing innovative teaching methods to improve the quality of the degree programs offered at both institutions. SRH Participants: Prof. Robert Lingnau, Prof. Dr. Brigitte Biehl, Prof. Marco Kuhn, Prof. Marc Secara. In Cooperation with: Prof. Dr. Ulrich Wünsch (SABAA.education, Foundation Education for Sub-Sahara Africa) / University of Dar es Salaam (Department of Creative Arts), Tanzania. The project was funded by DAAD.

Projekt „SPRint – Schreiben, Publizieren, Reflektieren integriert in die Fachlehre“ - SPRint - Writing, Publishing, Reflecting integrated into subject teaching (2022)

Im Projekt unseres Instituts für Schreibwissenschaft führen Studierende im Rahmen der Fachlehre Booksprints durch, in denen sie in kurzer Zeit kollaborativ Texte produzieren und publizieren. Das Format wurde inspiriert von Prinzipien der agilen Softwareentwicklung und wird in Unternehmen genutzt, die neue Arbeitsformen (New Work) praktizieren. Es werden an jedem Standort zwei Booksprints durchgeführt mit dem Ziel, kontextsensibel Gelingensbedingungen für den Einsatz des Formats herauszuarbeiten und basierend darauf eine didaktische Handreichung (als Open Educational Resource) zu erarbeiten.

SRH-Teilnehmende: Prof. Dr. Katrin Girgensohn, Prof. Dr. Nadja Sennewald, Lea-Liane Winkler, Silka Rödl, Anja Voigt. In Kooperation mit Prof. Dr. Kirsten Schindler (Bergische Universität

Wuppertal), Prof. Dr. Sarah Brommer (Universität Bremen), unter Mitarbeit von Prof. Dr. Kirstin Bromberg (Ostfalia Hochschule für Angewandte Wissenschaften) und dem SRH-Leuchtturmprojekt „Die Zukunft schreiben“. The project was funded by Stiftung Innovation in der Hochschule.

2.5 Highlights at the Berlin School of Design and Communication

Special publication achievements of professors/research associates

Beroneau, G. (Eds.). Fashion and Sustainability, artefakte 04; Heidelberger Hochschulverlag, 1st edition 2020, ISBN: 978-3942-648-41-7 .

Special artistic publication achievements of professors/research associates

Denz, Sebastian. "Artistic group exhibition". Hola Utopia, Helmkehof, Hanover, Germany

Hosted conferences/workshops/expert talks

3sat. (2022, Januar 8). Board Games – Die Welt der Brettspiele. Jens Junge u.a. [Video]. Mediathek. <https://www.3sat.de/gesellschaft/laendermagazin/laendermagazin-vom-8-januar-2022-100.html>

Leihener, Julia. HPI Design Thinking Research Program: Co-Creation Expert Workshop, Ahrenshoop. OPPORTUNITIES & LIMITATIONS OF DESIGN THINKING AS A STRATEGY FOR DIGITAL TRANSFORMATION

Prof. Christopher Jung, Prof. Gilbert Beroneau, Prof. Bettina Borchardt. BSDC as part of the Berlin Design Week 2022, 12.05.2022, panel discussion with the Brazilian graphic designer, artist, curator and author Felipe Taborda in the BSDC Audimax

Events promoting the transfer between research/art and practice/teaching

Field Trip to "Documenta Fifteen" (Kassel)

12 international second semester students of the Master Strategic Design were guided by Prof. Katrin Androschin and Prof. Julia Leihener, to explore the exhibition Kassel for 2 days (4.- 5.7.2022). The goal was to critically debate and learn from the artworks and installations in order to make transfers to the Strategic Design approach.

Biennale Arte 2022, Venice (Italy), workshop as part of the exhibition's educational program with students of the SRH Berlin University of Applied Sciences.

Ralf kemmer was awarded Head of the Month at Young+Restless: Error Culture - Culture Change - Company Culture.

Other special achievements of professors/research associates

Androschin, K. Assessor for the Wissenschaftsrat (German Council for Science) for an institutional re-accreditation of a University of Applied Sciences

Beroneau, G. Colloquium as the conclusion of a five-year training in Psychoanalytic Social and Cultural Theory within the German Psychoanalytic Association (DPV, part of the IPV - International Psychoanalytic Association) at the biannual fall conference in Bad Homburg on the topic: Foreignness, Anxiety and Trauma (Nov. 2022) (membership at the DPV)

Kemmer, Ralf. Real Estate Brand, European Real Estate Institute, Jury Member, Advertising Award

Kemmer, Ralf. Kopf des Monats, Young+Restless: Fehlerkultur – Kulturwandel – Firmenkultur

Fischer, Marcus. Red Dot Award: Brands & Communication Design 2022 für Sartorius Brand Space & Visitor Center.

2.6 Highlights at the SRH Campus Hamburg

Special *artistic* publication achievements of professors/research associates

Gewinne Zukunft. (2022, Dezember 13) Einfach erklärt: ESG, CSRD, CSDDD und Co. (Podcast). <https://open.spotify.com/episode/2xjHcrewAOkNqggKTYc51s>

Hosted conferences/workshops/expert talks

November, 3rd, 2022: Start-Up Strategies in AI, Moderation with AI Start-up Hub, In partnership with ARIC, Hamburg / Eva Baukloh, Project Manager from Hamburg state agency Start-up AI was invited to hold a speech and conduct a workshop to demonstrate the start-up opportunities in the fields of digital transformation, platform economy, navigation etc. to set up companies with financing from the government of Hamburg and function as successful entrepreneurs in Hamburg. Responsibility Prof. Dr. Cordelia Friesendorf

November, 20th, 2022: Panel Discussion with Oliver Stork, Managing Director, Accenture in Partnership with SRH Campus Hamburg, Hamburg / Oliver Stork, a managing director of Accenture presented the topics of corporate citizenship and being an entrepreneur especially in the areas of food, consumer goods, retail trade with focus on Hamburg, Schleswig-Holstein and the Scandinavian markets to prepare students for jobs respective to consultancy, strategy and management / Responsibility Prof. Dr. Cordelia Friesendorf

December, 19th, 2022: ESG und SDG: Strategieentwicklung und Umsetzung für Mutterland in Hamburg / this was a project conducted for the state of Hamburg in partnership with the company Mutterland to develop a strategy and conduct a potential analysis for the global chocolate market and develop products that align with the SDGs and promote the concept of fair trade / Responsibility Prof. Dr. Cordelia Friesendorf

3 Research Profile

The mission of SRH Berlin University of Applied Sciences is to qualify young and talented people through future-oriented degree programs. Research and art help us to systematically accomplish this mission, and both are important aspects of our teaching concept CORE (Competence Oriented Research and Education).

Important aspects of research and art conducted at SRH Berlin University of Applied Sciences are these:

- 1) Research Strategy
- 2) Lighthouse Projects
- 3) Third-Party-Funded Projects
- 4) Institutes
- 5) Ethics Committee
- 6) Research Award

3.1 Research Strategy

The research strategy was developed through a participative process that lasted a year and involved key stakeholders and interested parties from the scientific staff (e.g., academic directors, directors from the internal research institutes, and the Vice President for Research and Transfer). The strategy was published in 2021 and consists of four parts:

1. Our vision: "Passion for life"
2. Our values
3. Our approach: How we do research
4. Our research clusters: What we research

1. Our Vision: "Passion for life"

All SRH organizations are committed to the brand values which we have created together through a process of development spanning several years.

Passion for life is the point of focus intended to prepare the work we do at the SRH for the future. Passion for life is the strategy position of all SRH organizations. Passion for life involves being courageous and consistent, acting warmly and empathetically, and working in a sound and thoughtful manner.

Passion for life is also a part of the university's research strategy due its outstanding importance for the SRH.

Philosophy, biology, and the theory of evolution offer countless definitions as to what life is. Life is about exchange and interaction with the environment. Life is about evolving and growing, but it is also finite. Passion for life means exploring and working creatively on the complexity of life and of living together in business, technology, art, and society.

We want to explore how living together in organizations can be shaped successfully. We also want to understand how new things within organizations and society come about; how innovation and creativity, for example, can be used in such a way that new companies are allowed to develop and emerge.

With our research, we want to make contributions towards ensuring that lives and life paths are self-determined and healthy. Nonetheless, we are not only passionate about individual lives, but also about entire systems such as ecosystems, and the threat to the planet caused by climate change. That is the reason why we are also contributing to research on sustainability.

2. Our Values

Formulated in a development process led by Prof. Dr. Achim Seisreiner and adopted in 2011, our values have found their way into the rules of the Ethics Committee and into the guidelines on ensuring good scientific practice and on avoiding scientific misconduct.

1. Research should be free, independent, unbiased, and critical. Our research and artistic development projects are not oriented to specific approaches, schools of thought, methods, or such like. Therefore, they are free of ideology and dogma and interdisciplinary. Doubt is regarded as a principle of thought, and constructive criticism is a necessary corrective.
2. Original and scientifically relevant research and artistic work should be carried out. Our activities aim at solving both perceived problems of explanation in science and specific problems in practice and art.
3. Research should be conducted in a clear manner. Our research should be comprehensible for the interested parties. Communicative principles of our research are therefore plausibility, intersubjectivity, and connectivity of new knowledge. Collected primary data will be archived.
4. Research and art should be carried out honorably. Our research and artistic development projects follow an academic code of honor. As researchers and artists, we consider ourselves to be ethically obligated to refrain from scientific misconduct (including plagiarism, falsification of data, partiality in expert opinion) and to report any identifiable violations of such misconduct immediately.

3. Our approach: How we do research

Three approaches are important to the university when working on research and artistic development projects:

- (1) Our research is interdisciplinary. We research and pursue art across subject boundaries. We believe that representatives of different disciplines can best work together to overcome complex challenges in research and artistic development

projects. The diversity of perspectives creates creativity and prevents people from being satisfied too soon with the first answer.

- (2) Our research is international. Our research results are achieved together with colleagues from different countries, cultures, and nationalities. Our research report is published in English. We publish mainly in English, and in international journals, so that we are understood around the world. We seek an international and intercultural perspective in our studies and compare, for example, different countries and cultures with each other.
- (3) Our research is transfer-oriented. We are a university for applied sciences. We value and use basic research but do research primarily to solve challenges in practice. Not only is it important for us to create new knowledge, but also, we want the findings to be used in business, the arts, and society. This is the reason why we are investing in science communication. Additionally, we incorporate research and artist development plans into our teaching to make them a tangible experience for our students. We do not only transfer the results of research into our teaching, but we also involve the students in carrying out projects. We bring the "R" in CORE to life in the Bachelor and Master theses, in the study projects, and in the specialist modules.

4. Research clusters: What we research

The university's research topics are divided into three research areas, which we call clusters. Our values and the way we want to do research and artistic development are stable. Our research topics and thus research clusters represent a snapshot in time. This is due to research being vital and constantly changing; findings if they are incorrect can be replaced by new findings. Our research topics provide our orientation and set us apart. At the same time, however, the topics are critically scrutinized by the Executive Board, and the academic and institute directors after a cycle of three years. What new research findings might make new research topics necessary? Where has the life we are passionate about researching changed? One answered question leads to another unanswered question. This dynamic unpredictability is what makes research so vibrant. It is also the reason why our research topics have a medium-term stability. Currently, three research clusters are particularly important to us:

Cluster 1: Creativity, Innovation, and Entrepreneurship

Creativity and innovation go hand in hand. Creating new and original things which are fit for the future is an intrinsic part of life. Only those who demonstrate creativity can produce innovations.

Among other things, we are doing research on how successful creative processes by people, between people themselves, and between people and machines are, and how they lead to innovations. We are analyzing how products, improvements in processes, and new companies can materialize from innovations.

Selected institutes in this cluster:

- SRH Grenke Centre for Entrepreneurial Studies
- Institute for International Strategic Management and Innovations (SMI)

Cluster 2: New Work and Collaboration

The Corona pandemic and the V.U.C.A world have changed the way that people work together. Democratization, digitalization, and decentralization are shaping work in many organizations. Future trends such as dramatic increase in knowledge, demographic change, globalization, and increased diversity are making the lives of many people in and outside organizations progressively dynamic. We want to explore how good cooperation and collaboration works in dynamic environments.

Selected institutes in this cluster:

- Institute for New Work and Coaching (INWOC)
- Silver Workers Research Institute (SWRI)

Cluster 3: Future Technologies and Sustainability

Life on our planet is being threatened by climate change. It can be saved by changing how individuals behave, by sustainable management in organizations, and by future technologies. We are exploring future technologies and management practices that will make it easier to manage the planet's resources more sustainably. Resource strategic technologies and how people deal with them are also being examined.

Selected institutes in this cluster:

- Institute for Applied Resource Strategies (IARS)
- International Institute for Sustainability Management (IISM)

3.2 Lighthouse Projects

The concept of lighthouses is part of the structural basis of the university's research strategy and aims to strengthen the visibility of outstanding research at SRH Berlin. According to the basic regulations of SRH Berlin, research and artistic development projects are a central task of the university. The university management has committed itself to promote strong research at the university. The aim of the lighthouse concept is to fulfill this obligation and to create a structural and financial framework for research and artistic development projects at the SRH Berlin University of Applied Sciences.

The aim of lighthouse projects is also to strengthen the interdisciplinary collaboration of researchers at SRH Berlin: To be granted an SRH lighthouse funding, the submitted project must involve SRH researchers from at least two different SRH research institutes. Further criteria for receiving a lighthouse funding are innovativeness, internationality, alignment with the SRH research strategy, quality of preliminary work (e.g., published articles), integration into teaching, and strategies for third-party funding.

Granted lighthouse projects receive an operative and technical start-up funding of 1000 Euro. A part-time position for a research assistant is financed (50%) for at least two years. If a dissertation is part of the project, then the position can be extended for another two years. Furthermore, a student assistant with 5 hours per week working time is provided to the lighthouse.

SRH-Lighthouse Project in 2022: "Die Zukunft Schreiben" - Writing the future

The aim of the research project is, on the one hand, to develop a methodological toolkit for evaluating the acquisition of future skills and, on the other hand, to build on this to design and test a model for implementing the teaching of future skills in university curricula. From a research perspective, we want to contribute to the discourse on the development of competencies in higher education, and from a teaching perspective, we want to further develop the CORE principle in an interdisciplinary and future-oriented way with a view to future skills.

As a lighthouse project funded by the SRH Berlin, "Writing the Future" as a cooperation of the Institute for Writing Science and the International Institute for Sustainable Management will develop a set of instruments using the example of Booksprints, with which Future Skills can be surveyed and evaluated (doctoral project).

SRH Institutes: Institute for Writing Studies (ISW); International Institute for Sustainability Management (IISM)

Duration: 01.09.2022 – 30.08.2024

SRH Participants: Prof. Dr. Nadja Sennewald, Prof. Dr. Anabel Ternes und Prof. Dr. Katrin Girgensohn

SRH-Lighthouse Project in 2021: Sustainable recycling solutions for supply-critical technology metals- focus: Indium and Gallium (INGA)

The aim of the project is to design an innovative, cost effective and profitable recycling technology for recycling of WEEE and recovery of technology metals (focus: indium and gallium). Within the project framework, electrochemical methods of recycling and recovery of Indium and gallium from CIGS (copper-indium-gallium-diselenide) solar panels, LEDs and electronic display will be explored. The projects will also study and highlight the potential of electrochemical process in field of recycling. The goal is to maintain highest degree of sustainability while recycling by implementing green chemistry approaches. That means the use of environment friendly chemicals and low energy consumption. Conventional recycling processes are energy intensive and highly polluting.

Two SRH-institutes work together in this project, i.e. the Institute of Applied Resource Strategies (IARS) and the Institute of Innovative Technologies (IIT). Furthermore, Himanshu Khadse, who finished his master thesis at SRH in 2021, will do his PhD supervised by Prof. Gesa Beck from IARS and Prof. Mathias Wickleder from the University of Köln.

SRH School: School of Technology

SRH Institutes: Institute for Applied Resource Strategies (IARS); Institute for Innovative Technologies (IIT)

Duration: 01.11.2021 – 30.10.2023

SRH Participants: Himanshu Khadse, Monisha Pugalendran, Prof. Dr. Klaus-Ulrich Neumann, Matthias Raab, Prof. Dr. Mathias Wickleder, Prof. Dr. Gesa Beck

3.3 Third-Party-Funded Projects

The university receives support from public funding, inter alia, the DFG, DAAD, Federal Ministry of Economic Affairs and Energy (BMWi), BMBF, as well as the EU. The next section describes the 18 SRH third-party-funded projects, which were either completed, newly initiated, or ongoing in 2022.

3.3.1 Projects completed in 2022

Please note: The category “project volume” always reflects the total SRH project volume, unless an explicit distinction is made between total project volume and SRH project volume.

DFG: The ABC of the online information liability: Leading to a more consistent review of the transparency of the user information in Europe.

This project aims to develop European guidelines that national enforcement authorities should apply to uniformly assess the transparency of disclosures. This will allow businesses across the EU to standardize and simplify their disclosures and inform consumers more effectively.

SRH School: Berlin School of Management

Duration: 01.10.2016 - 30.06.2022

Project volume: 262.390,00 €

Funded by: DFG (German Research Foundation)

SRH Participants: Prof. Dr. Alexander Wulf

In Cooperation with: University Amsterdam, University of Exeter

DAAD: Skills, Employability, Sustainable Development for the Humanities (SESDH)

This joint project runs in collaboration between the SRH Berlin School of Popular Arts and the Department of Creative Arts at the University of Dar es Salaam in Tanzania. It aims at reviewing the B.A.-programs offered in the Department of Creative Arts, especially in the Music Department, so as to build competencies in graduates focusing on employability in order to, for example, raise the chances for entrepreneurial undertakings. The project also

aims at introducing innovative teaching methods to improve the quality of the degree programs offered at both institutions.

SRH School: Berlin School of Popular Arts

Duration: 01.01.2019 – 31.12.2022

Project Volume: EUR 181.804,80 €

Funded by: DAAD

SRH Participants: Prof. Robert Lingnau, Prof. Dr. Brigitte Biehl, Prof. Marco Kuhn, Prof. Marc Secara

In Cooperation with: Prof. Dr. Ulrich Wunsch (SABAA.education, Foundation Education for Sub-Saharan Africa) / University of Dar es Salaam (Tanzania), College of Humanities

EU: Make Creative Villages – Initiate Cooperation between CCI and Villages

With adapting the existing methods to the specific requirements in rural areas, this project wants to go new ways to raise the innovation potential of cultural resources in villages and rural towns. It gives new impulses through tailor-made cooperation between creative industries and local players, initiating surprising partnerships between them.

SRH School: Berlin School of Management

Duration: 1.04.2019 – 31.03.2022

Project Volume: 1.427.083,70 €

SRH Project Volume: 230.325,00 €

Funded by: EU – Interreg B Central Europe Call 3

SRH Participants: Prof. Dr. Ines Carstensen, Prof. Dr. Dirk Hagen

In Cooperation with: Technologie- und Gründerzentrum "Fläming" GmbH (Lead), Regionalmanagement Burgenland GmbH (Austria), Business Support Center Ltd (BSC) Kranj (Slovenia), E Zavod (Slovenia), South-Transdanubian Area- and Economic Development Nonprofit Ltd. (DDTG) (Hungary), Kulturalis labor Szocialis Sz. (Hungary), Associazione Borghi Autentici d'Italia (Italy)

EU - Erasmus: Additive Process Technology Integration with Management and Entrepreneurship (APTIME)

APTIME contributes to filling the skills gap in Additive Layer Manufacturing (ALM) sector on an EU scale by aligning education and training in ALM with labour market needs. The project involves the creation of a flexible pathway resulting in a postgraduate qualification (MSc)

through curriculum development that includes manufacturing processes, processed materials characterisation, process control, factory and supply chains, risk and change management including product development processes.

SRH School: Berlin School of Management

Duration: 01.09.2019 - 31.12.2022

Project Volume Total: 408.820,00 € **SRH Project Volume:** 70.890,00 €

Funded by: Erasmus+

SRH Participants: Prof. Dr. Ian Towers, Prof. Dr. Michael Hartmann

In Cooperation with: University of Wolverhampton, Estia, Universidad Rey Juan Carlos, Fontys, University of Ljubljana

BMW-ZIM: Technical development and construction of a pilot plant for the economically and ecologically sensible recycling of metal / plastic composite materials (ReComp)

The ReComp project aims at developing an innovative and sustainable process to separate and recover metals from plastic in chrome plated industrial waste. This process involves the electrochemical leaching of the metal coating at potentials where the formation of toxic hexavalent chrome is avoided, and the selective recovery of each metal using techniques as electrochemical deposition, filtration, and precipitation. The sustainability and economic viability of the process is studied using LCA and MFCA tools.

SRH School: Berlin School of Technology

Duration: 01.12.2019 – 28.02.2022

Project Volume: 127.505,00 €

Funded by: BMW-ZIM

SRH Participants: Adriana Bernal Osorio, Bum-Ki Choi, Himanshu Khadse, Siddharth Varute, Almy Putri, Pranav Talwar, Kshiti Bapat, Prof. Dr. Gesa Beck

In Cooperation with: Fraunhofer ARes (also Prof. Beck), Krall Kunststoff-Recycling GmbH

BMBF: Development and evaluation of an innovative recycling way to recover tantalum from electronic waste – IRETA 2

In the project an innovative and sustainable technology is developed to recover tantalum from their capacitors in electronic waste. First, the capacitors are detected and disassembled by a laser. Afterwards the tantalum is purified by mechanical, electrochemical and thermal

methods. The ecological impact is assessed by LCA and the possible profit by material-flow-cost accounting.

SRH School: Berlin School of Technology

Duration: 01.03.2020 – 30.06.2022

Project Volume: 129 417,84 €

Funded by: BMBF

SRH Participants: Bum-Ki Choi, Arantza Ramirez, Caitlin Walls, Batcheva Batcheva Téllez Domínguez, Sundar Nagarajan, Himanshu Khadse, Prof. Dr. Gesa Beck

In Cooperation with: Fraunhofer ARes (also Prof. Beck), Mairec Edelmetallgesellschaft, bifa Augsburg, Robot Technology, SLCR Lasertechnik, smart services

DAAD: IVAC 2.0: The Key to Sustainable Employability Skills Development

After the successful approval of the first IVAC project for the academic year 2020-2021, the IVAC team submitted another application in May 2021 and received funding for new ideas for virtual, international collaboration. Titled "IVAC 2.0: The Key to Sustainable Employability Skills Development", this time the focus is on the acquisition of key competences.

SRH School: Berlin School of Management

Duration: 01.10.2021 - 30.09.2022

Project Volume: 49.995,00 €

Funded by: DAAD

SRH Participants: Lisa Gibellino-Marchetto, Prof. Dr. Jacek Welc, Rebecca Prell, Isabel Bodmann, Ivana Drazic

In Cooperation with: Coventry University (UK), Tecnológico de Monterrey (MX), The Chicago School of Professional Psychology – TCS (USA), University of Portsmouth (UK)

BKM: Knowledge Change

This project aims to digitalize the board game collection of the Institute of Ludology (42.000 board games, 25.000 card games), database construction and web-based access.

SRH School: Berlin School of Design and Communication

Duration: 01.10.2021 – 31.10.2022

Project Volume: 170.000,00 €

Funded by: Bundesbeauftragten für Kultur und Medien (BKM)

SRH Participants: Prof. Dr. Jens Junge

In Cooperation with: Residenzschloss Altenburg, Stadt Altenburg

Strategic and Social Design Innovation for Progressive Climate Projects

How can Strategic Design support Active Philanthropy in inspiring their clients to fund progressive climate projects? How can Strategic/Social Design support Active Philanthropy in showing their clients how CO2 compensation systems work and how non-profit initiatives addressing the prevention of CO2 can be an alternative?

SRH School: Berlin School of Design and Communication

Duration: October 2021 – July 2022

Project Volume (total): 3.500,00 €

Funded by: Active Philanthropy GmbH

SRH Participants: Prof. Androschin, Prof. Leihener, Students of M.A. Strategic Design, M.A. Social Design

In Cooperation with: Active Philanthropy GmbH

3.3.2 Newly initiated projects in 2022

Know & Grow: Education - Self-Management - Empowerment for Children and Adolescents with Rare Chronic Metabolic Diseases

In this research project, new ways for child-friendly information and educational material for young patients (0-18 years) with chronic metabolic diseases and their families will be researched, designed and implemented.

SRH School: Berlin School of Popular Arts

Duration: 01.03.2022 - 31.08.2023

Project Volume: 100.025,00 €

Funded by: Nutricia Milupa GmbH; Berliner Sparkassenstiftung Medizin

SRH Participants: Prof. Lars Roth

In Cooperation with: Charité-Universitätsmedizin Berlin Campus Virchow Klinikum, CC17 Kinderklinik m.S. Gastroenterologie, Nephrologie und Stoffwechselerkrankungen

SPRint - Writing, Publishing, Reflecting integrated into Subject Teaching

Project SPRint is a project of the Institute for Writing Studies. In this project, students conduct booksprints as part of their subject teaching, in which they collaboratively produce and publish texts in a short period of time. The format was inspired by principles of agile software development and is used in companies that practice new forms of work (New Work). Two booksprints will be conducted at each location with the aim of identifying context-sensitive conditions for the use of the format and developing a didactic handout (as an open educational resource) based on this.

SRH School: Berlin School of Popular Arts

Duration: 01.09.2022-31.08.2023

Project Volume: 128.120,00 €

Funded by: Stiftung Innovation in der Hochschullehre

SRH Participants: Prof. Dr. Katrin Girgensohn, Prof. Dr. Nadja Sennewald, Lea-Liane Winkler, Silka Rödl, Anja Voigt

In Cooperation with: Prof. Dr. Kirsten Schindler (Bergische Universität Wuppertal), Prof. Dr. Sarah Brommer (Universität Bremen), unter Mitarbeit von Prof. Dr. Kirstin Bromberg (Ostfalia Hochschule für Angewandte Wissenschaften) und dem Leuchtturmprojekt „Die Zukunft schreiben“.

UBA: Assessment of Sustainability Labels for Hotels

Trustworthy labels can increase consumer confidence and facilitate decisions for sustainable hotels. Thus, these labels enable a true competition towards sustainability excellence. Current sustainability labels for hotels, however, frequently show deficiencies regarding their instrumental and construct validity. Against this background, the project's aims are to compare popular sustainability labels, to show which of them can unambiguously identify hotels as sustainable, and to formulate recommendations how to improve sustainability labelling systems for hotels in general. To allow for an objective ranking of the labels, the project team developed an innovative assessment method that incorporates a comprehensive ESG (Environmental, Social, Governance) approach. The ranking and other project results can be used e.g., by institutional customers whose choices for labelled hotels are often part of their wider sustainability policies.

SRH School: Dresden School of Management

Duration: 01.10.2022 – 30.06.2023

Project Volume (total): 23.300,00 € **SRH Project volume:** ca. 8.000,00 €

Funded by: German Environmental Agency [Umweltbundesamt]

SRH Participants: Prof. Dr. Hannes Antonschmidt

In Cooperation with: BTE Tourismus- und Regionalberatung (Berlin), University of Natural Resources and Life Sciences (Vienna), Greenance - Nachhaltigkeit & Zukunft (Celle)

Horizon Innovation/Viral Campaigning for Ravensburger

How can Strategic Design support Ravensburger with their disruptive communication strategy 'Horizon'? Thirty students of the master Strategic Design explored the following milestones:

- Development of user-centered, innovative, and sustainable product/service/communication concepts & strategies
- Application of the Strategic Design Thinking Process along the project phases 'Understand, Research, Analysis, Ideation, Prototyping, Testing, Iteration, Implementation', including a fieldtrip to Ravensburger museum, headquarters and production in Ravensburg as well as the international game fair in Nuremberg
- Joint execution and proof of concept of developed innovation concepts
- Digital and analogue documentation and presentation of work processes & results

SRH School: Berlin School of Design and Communication

Duration: 01.10.2022 – 31.07.2023

Project Volume: 10.000,00 €

Funded by: Ravensburger AG

SRH Participants: Prof. Androschin, Prof. Leihener, Students of M.A. Strategic Design

In Cooperation with: Innovation and Marketing Division of Ravensburger AG

HOMEPLANET – a Cli Fi Shortfilm

In cooperation with the Alfred-Wegener-Institute for Polar and Marine Research a screenplay for the cli fi short film HOMELAND was written and will be produced in April 2023.

SRH School: Berlin School of Popular Arts

Duration: 14.12.2022 – 14.12.2023

Project Volume (total): 35.000,00 € **SRH Project volume:** ca. 5.000,00 €

Funded by: Helmholtz Verbund Regionale Klimaänderung und Mensch (REKLIM); Alfred-Wegener-Institut für Polar und Meeresforschung; Ludwig Kameratechnik

SRH Participants: Prof. Rolf Teigler, Prof. Regine Provvedi, Prof. Dr. Michael Beuthner, Dr. Thomas Klein; 12 students of the B. A. program Film und Fernsehen 2020 and 2021

In Cooperation with: Helmholtz Verbund Regionale Klimaänderung und Mensch (REKLIM); Alfred-Wegener-Institut für Polar und Meeresforschung; Ludwig Kameratechnik

3.3.3 Ongoing projects in 2022

BMBF: Waste2Energy

This project deals with hybrid energy from waste as a sustainable solution for Ghana. It furthermore supports two PhD students in cooperation with the University of Rostock.

SRH School: Berlin School of Technology

Duration: 01.01.2020 - 31.12.2023

Project Volume: 1.002.628,00 €

Funded by: BMBF

SRH Participants: Prof. Dr. Michael Hartmann

In Cooperation with: Universität Rostock, Kwame Nkrumah University of Science and Technology Ghana, University of Environmental and Natural Resources (Ghana), DBFZ, GICON and Westafrica Science Service Center WASCAL, Fraunhofer Institut UMSICHT

BMZ: Mali Waste2Energy

Phase 1: To conceptualize, design and fabricate an integrated solar-powered stage-dry fermentation digester for organic waste treatment from municipal solid wastes; Sizing and installation of an off-grid PV system for the sustainable production of electricity for a waste sorting facility in Bamako, Mali.

Phase 2: Module development and knowledge transfer scheme to bridge the gap between science and practice in the areas of Photovoltaic, Biogas, Biomass, Waste and resource management.

SRH School: Berlin School of Technology

Duration: 15.05.2021 - 30.09.2023

Project Volume: 693.118,00 €

SRH Project volume: 518.065,00 €

Funded by: Federal Ministry of Economic Cooperation and Development (BMZ)

SRH Participants: Prof. Dr. Michael Hartmann, Uduak Bassey, Jagadish Pyneni, Prof. Dr. Osvaldo Romero, Saiful Islam

In Cooperation with: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

BMBF: Optimization of the risk- and crisis communication of governments, authorities and organizations of health security (MIRKKOMM); Sub-Project: Analysis of the risk- and crisis communication in journalism and social media (prosumer).

In general, all project-partners explore and analyze the difficulties and challenges of the crises-communication during the Corona pandemic since 2020. A main focus is on the multimodality of the media products, and how the interdependent communication between governments, authorities and organizations of the health security sector, the journalists, prosumers and public audience can be improved. In the sub-project located at SOPA, the analytical focus is based on the question, how journalists and social media prosumers deal with information given by the health security institutions? What do journalist and prosumers expect from these primary sources? What do they miss, and how do they use which multimodal elements to create their own media outputs and messages? The empirical approach is based on a qualitative analysis of media data (media monitoring) and semi-structured interviews with journalists and prosumers. In 2023 SOPA-Team organizes a multimedia exhibition in the Museum of Communication in Berlin, that presents a mixture of media outputs in this very special pandemic crisis.

SRH School: Berlin School of Popular Arts

Duration: 01.10.2021 - 30.09.2024

Project Volume: 2.000.000,00 €

SRH Project volume: 313.000,00 €

Funded by: Federal Ministry of Education and Research (BMBF)

SRH Participants: Prof. Dr. Beuthner, Carolyn Pliquet, Claire Brocker

In Cooperation with: German Federal Institute for Risk Assessment (Bundesinstitut für Risikobewertung, BfR), Berlin; Karlsruher Institute for Technology (KIT) - Institute for Futures of Technology (ITZ) – Science Communication Department, Karlsruhe; Technische Universität Ilmenau – Faculty for Economic Sciences and Media, Ilmenau; Europe-University Viadrina, Frankfurt (Oder); Mecom Media-Communications-GmbH, Hamburg

FutureHotel – Concepts and Solutions for the Hotels of Tomorrow

The »FutureHotel« project is dedicated to central questions regarding the hotel of the future since 2008. Together with partners from the hospitality sector, the Fraunhofer IAO is

researching key developments and their influence on the hospitality sector. Different types of guests and their specific demands are analyzed along with the potential for optimization in hospitality management and operations. New, forward-looking solutions for the various facilities of a hotel, such as guest rooms, reception, conference areas etc. will be researched. Technological innovations as well as economic, ecological and social viewpoints will be taken into account.

SRH School: Dresden School of Management

Duration: Ongoing since 2008, currently in research phase VII (2022-2024)

Project Volume (total): confidential

Funded by: Hotel Industry Partners

SRH Participants: Prof.-Dr.-Ing. Vanessa Borkmann

In Cooperation with: Fraunhofer IAO, Stuttgart

3.4 Institutes

The internal institutes of SRH are legally dependent organizational units. Their purpose is to initiate and execute research projects, transfer research insights into teaching, and share them with the public. The organization of these internal institutes facilitates communication within the university and between the university and external organizations. Details of the structure and functions are governed by the "Regulations for Research Institutes." The research and artistic activities of our institutes are characterized by a strong global network. A total of 16 research institutes are presented below.

1. Contractual Management Institute (CMI Berlin)

Schools: Berlin School of Management, Dresden School of Management

Executive Director: Prof. Dr. Bert Eichhorn (SRH Berlin)

Scientific Director: Prof. Dr. Ralph Schuhmann

CMI Berlin aims to promote and investigate the potential of management contracts for business transactions. The most pressing tasks involve developing legal management techniques together with other universities and developing concepts for legally viable illustrations of management processes. This is in line with adapting legal thinking and working principles to operational requirements. Concepts for contractual management are implemented and in cooperation with economic leaders.

Other members: Prof. Dr. Franz Hessel (SRH Berlin), Dr. Ognyan Seizov (SRH Berlin), Prof. Dr. Farzaneh Soleimani Zoghi (SRH Berlin), Frank Wittig (SRH Berlin), Prof. Dr. Alexander J. Wulf (SRH Berlin), Prof. Dr. Ibrahim Anil

2. Grenke Centre for Entrepreneurial Studies (GCES)

School: Berlin School of Management

Executive and Scientific Director: Prof. Dr. André Presse (SRH Berlin)

Thanks to Wolfgang Grenke, founder of GRENKE AG and Honorary Senator of SRH Berlin University of Applied Sciences, the GCES has come to life. The aim of the GCES is to strengthen entrepreneurial research and to enhance the science-based teaching at SRH Berlin University of Applied Sciences. In addition, it will promote the transfer of academic findings into real business practice and thus will help start-ups to grow. The board consists of well-known businesspeople and scientists, founders of innovative companies and long-time friends of SRH Berlin University of Applied Sciences. The Advisory Board members support and give sustainable and future-oriented advice to the research institute.

Other members: Wolfgang Grenke (founder), Jörg Wilhelm (SRH Berlin), Sebastian Hirsch, Bert Eichhorn (SRH Berlin), Götz Werner, Dominik Wörner, Ali Mostashari, Alfredo de Massis

3. Institute for Innovative Technologies (IIT)

School: Berlin School of Technology

Executive Director: Prof. Dr. Klaus-Ulrich Neumann (SRH Berlin)

Scientific Director: Dr. Tilmann Hickel

The aim of the IIT is to combine core activities of engineering sciences and natural sciences. The key tasks are to foster engineering and scientific research activities, support technology and knowledge transfer, and investigate renewable energies, sustainability, and technological empowerment. To this end, it is the aim to develop and provide technologies adapted to certain circumstances. Here, a holistic approach must be taken so that the consequences of the use of the technology can be considered during its development. This includes aspects of sustainability, climate change as well as the social and economic impact. Current research areas are new measuring methods and materials, optimization of data acquisition and process control, material optimization and renewable energies.

Other members: Prof. Dr. Michael Hartmann (SRH Berlin), Thomas Pfeiffer (SRH Berlin), Jürgen Weinreich, Matthias Raab, Ernst Hallas, Roland Schnell

4. Institute for International Strategic Management & Innovations (SMI)

School: Berlin School of Management

Executive Director: Prof. Dr. Ronald Glasberg (SRH Berlin)

Scientific Director: Dr. Reinhard Messenböck

The SMI is a joint initiative between Prof. Dr. Ronald Glasberg and Prof. Dr. Michael Hartmann of SRH Berlin University of Applied Sciences with Dr. Reinhard Messenböck and Jens Jahn of The Boston Consulting Group. The SMI conducts research projects based on new developments and innovations, e.g., disruptions in financial services, smart living and smart manufacturing, in order to provide relevant insights and recommendations for business.

Other members: Prof. Dr. Michael Hartmann (SRH Berlin), Jens Jahn

5. International Institute of Sustainability Management (IISM)

Schools: Berlin School of Management, Berlin School of Technology

Executive Director: Prof. Dr. Anabel Ternès von Hattburg (SRH Berlin)

Scientific Director: Prof. Dr. Werner Siebel

The IISM is concerned with national and international sustainable business concepts. The central focus is on business self-marketing (branding) and employer branding with respect to company attractiveness for both internal and external stakeholders. Research investigations encompass economic value creation processes and methods concerning sustainable natural

and social resources. This includes the development of innovative and environmentally friendly products and services, as well as intelligent organizational and work-related processes.

Other members: Prof. Dr. Michael Hartmann (SRH Berlin), Prof. Dr. Ian Towers (SRH Berlin), Prof. Dr. Ines Carstensen (SRH Berlin), and Prof. Osvaldo Romero (SRH Berlin), Jürgen Weinreich, Joachim Brych, Roland Schnell

6. Institute of Global Hospitality Research (IGHOR)

School: Dresden School of Management

Executive Director: Prof. Dr. Hartwig Bohne (SRH Berlin)

Scientific Director: Prof. Dr. Markus Schuckert

The IGHOR expresses transnational excellence in hospitality research and symbolizes joint forces of international hospitality researchers to combine their competences establishing a multidisciplinary community for innovative and sustainable hospitality research. Its research focus is on international hotel management. The aim is to establish networks and project developments. In particular, the following tasks for research and implementation into practice are targeted: 1) International hospitality concepts: Work processes that are changed by digitalization and automation are analyzed. This results in research for a sustainable human resources management in the personnel sector in order to derive technology-based process optimizations. 2) Global transfer of technology and innovation: Research will be conducted on the implementation and impact of new digital tools, processes and technologies. Competencies, further development and global networking are also scientifically promoted. 3) Start-up promotion and design thinking: Research at the IGHOR is intended to promote start-ups and the development of creative impulses (e.g., responsible growth, responsible embedding of new business models and financing).

Other members: Dr. Florian Aubke, Prof. Dr. Ralf Burbach, Prof. Dr. Michael Ottenbacher, Prof. Dr. Stephen Pratt, Pirkko Salo

7. Institute of Information Systems (IWI)

Schools: Berlin School of Management, Berlin School of Technology

Executive Director: Prof. Dr. Vladimir Stantchev (SRH Berlin)

Scientific Director: Prof. Dr. Gerrit Tamm (SRH Berlin)

The IWI aims to combine the long-time research experiences of the institute's two head researchers. Their specializations are information systems, smart items, information management and cloud computing. The IWI cultivates contacts in business, research and political institutions. It leads the implementation and design of the Information Systems Management research cluster at SRH Berlin University of Applied Sciences. The institutes' competencies in business informatics are shared with other research areas of the cluster and

with external partners as well.

Other members: Prof. Dr. Franz Hessel (SRH Berlin), Dr. Anish Mohammed, Sarfaraz Ghulam Muhammad (SRH Berlin), Prof. Dr. Ricardo Colomo Palacios, Prof. Dr. Daniel Arias Aranda

8. Institute of Service Management (IDM Dresden)

School: Berlin School of Management, Dresden School of Management

Executive Director: Prof. Dr. Matthias Straub (SRH Berlin)

Scientific Director: Prof. Dr. Walter Freyer

The IDM Dresden is a dedicated research institute of the SRH Berlin University of Applied Sciences housed at the Dresden School of Management. A special focus of the research approach is placed on questions about the tourism industry as a major driver of the economy. The service sector includes companies in the hotel industry and in the broader hospitality industry. Since this sector consists of medium-sized companies, the majority of the projects focus on them. However, small and large companies benefit from the academic output as well. Project partners range from young start-ups to well-established industry leaders.

Other members: Prof. Dr. Ines Lolo Britta Carstensen (SRH Berlin), Dr. Jörg Männicke (SRH Berlin)

9. Silver Workers Research Institute (SWRI)

School: Berlin School of Management

Executive Director: Prof. Dr. Victoria Büsch (SRH Berlin)

Scientific Director: Prof. Dr. Jürgen Deller

The SWRI researchers investigate the effects of demographic change on the labour market. The re- search focuses on the attitudes, support and continued company employment of older employees also known as "silver workers". Both organisational and personal perspectives are included in investigations.

Other members: Prof. Dr. Carsten Schermuly (SRH Berlin)

10. Institute of Applied Resource Strategies (IARS)

School: Berlin School of Technology

Executive Director: Prof. Dr. Gesa Beck (SRH Berlin)

Scientific Director: Prof. Dr. Mathias Wickleder

The goals of the IARS are the implementation of application-oriented research and development projects, the development of sustainable technologies (in principle, a sustainability assessment of the developed technologies is carried out with regard to economic, ecological and social factors), the upscaling of the technologies developed on a laboratory scale and support in setting up pilot plants with industrial partners, the knowledge transfer by involving students and doctoral candidates in research and development, by designing further courses of study and continuing education programmes for industrial partners (especially SMEs), and the international cooperation within the framework of development promotion projects in the field of research and further education.

Other members: Prof. Dr. Osvaldo Romero (SRH Berlin), Matthias Raab (SRH Berlin), Bum-Ki Choi (SRH Berlin), Adriana Bernal (SRH Berlin), Arantza Ramirez (SRH Berlin), Gautam Tyagi (SRH student)

11. Institute for New Work and Coaching (INWOC)

School: Berlin School of Management

Executive Director: Prof. Dr. Carsten Schermuly (SRH Berlin)

Scientific Director: Prof. Dr. Heidi Möller

The INWOC is a research institute in the field of business psychology that considers the transfer of knowledge as an essential part of research. It conducts applied research in the field of new work and coaching and communicates the results - in a compact and comprehensive manner. The digitalization and globalization of the world of work, a dramatic increase in knowledge and demographic change are increasingly challenging organizations. Many organizations are responding to these trends by introducing new work structures or by relying on supportive measures such as coaching - often with far-reaching effects. The goal is to empower practitioners to make such significant decisions based on evidence and thus to exploit the potential of new work and coaching. After all, new work and coaching also come with risks and may cause undesirable side effects.

Other members: Laura Creon (SRH Berlin), Ivana Drazic (SRH Berlin), Prof. Dr. Carolin Graßmann, Jan Koch (SRH Berlin), Natalie Michalik (SRH Berlin), Dr. Franziska Schölmerich

12. Berlin Institute of Biomusicology and Empirical Research (BIBER)

School: Berlin School of Popular Arts

Executive Director: Prof. Dr. Richard von Georgi (SRH Berlin)

Scientific Director: Prof. Dr. Katrin Starcke (SRH Berlin)

The BIBER investigates music and its perception and effects with empirical research methods. The research projects have a biological theoretical background. For example, participants are exposed to musical stimuli, and their reactions are measured with questionnaires and biopsychological research methods. The BIBER has a biological theoretical background. It

includes a laboratory, the Neurobiological Music Lab (NBML) with a modern NeXus-10 MKII (MindMedia). With the NeXus, it is possible to measure various psychophysiological reactions, such as heart rate, heart rate variability, electrodermal activity, blood pressure, respiration, and temperature, as well as brain responses with EEG. The laboratory computers at BIBER are equipped with the LabVanced software which allows the exposure to musical stimuli and the simultaneous measurement of participants' reactions.

Other members: Julia Herr (SRH student), Isabell Bötsch

13. Institute for Professional Development (IPD)

School: Berlin School of Popular Arts

Executive and Scientific Director: Prof. Dr. Brigitte Biehl (SRH Berlin)

The IPD focusses on professional development with artistic methods, artistic interventions, and workshops with artists. The IPD is an intermediary that brings together the worlds of business and the arts to advance management and leadership. It offers professional development courses on different levels and artistic methods for HR and leadership development. The IPD focuses on cross-innovation, developing innovative solutions in cross-industry cooperations, integrating knowledge, tools and methods from the creative industries and the world of arts into all other industries.

Other members: Prof. Dr. Agnes Schipanski (SRH Berlin), Prof. Bene Aperdannier (SRH Berlin), Prof. Robert Keßler (SRH Berlin), Prof. Marc Secara (SRH Berlin), Claus-Dieter Bandorf (SRH Berlin), Tim Thaler (SRH Berlin), Alexander Könitz, Katrin Kolo, Stephan Meyer-Brehm, Rene Rennefeld, Sandy Schwermer, Drumtrainer Berlin (Dirk Erchinger)

14. Institute for Ludology (IL)

School: Berlin School of Design and Communication

Executive Director: Prof. Dr. Jens Junge (SRH Berlin)

Scientific Director: Prof. Dr. Karin Falkenberg

As children, we humans experience our surroundings at play, we play around with fantasy, engage in role playing games, design buildings and technology in our minds and construct them with our hands. We invent regulations, establish new rules or urge to change existing ones. Just like nature, love, work, power and death, play counts among the basic phenomena of humankind. Hence, numerous scientific disciplines concern themselves with the various constituent aspects of play and games. The field of ludology aims to be a distinct scientific discipline that conducts interdisciplinary research and has and exerts a transdisciplinary influence. Ensuing from game-based research questions, observations, analyses and assessments, the field of ludology explores the greatly complex phenomenon of play and games from different disciplinary perspectives and thereby strives to bring structure into the theory of play behaviour and develop models for observation, analysis and decision-making.

Other members: André Vogel, Christina Kocher, Timo Schöber

15. Institute for Digital Health (IDH)

School: Berlin School of Design and Communication

Executive Director: Lisa Pegelow

Scientific Director: Dr. Kai Kolpatzik

The IDH aims to promote digital health in social services and healthcare through innovation and development. To this end, the institute designs, develops and accompanies digital applications, media, procedures, assistance systems, devices and interventions, which are leading to an increase in quality of life or healthy life years.

Other members: Prof. Gabor Kovacs (SRH Berlin), Marco Dege, Heiko Armin Thiele

16. The Institute for Culture and Diversity Studies (ICDS)

School: Berlin School of Design and Communication

Executive Director: Prof. Dr. Arta Ante

Scientific Director: Prof. Dr. Arnold Groh

There is a growing interest in Europe due to globalization, migration, and demographic change in diversity and inclusion. The ICDS is particularly interested in German cultural diversity issues and learning more about how they affect organizations, communities, and society. The mission of the ICDS is to understand cultures, build leadership abilities, and strengthen organizational capacity. The institute focuses on addressing key issues related to cultural diversity and inclusion in the most creative way possible, as well as fostering cross-cultural trust, respect, and understanding.

Other members: Prof. Dr. jur. Bert Eichhorn, Prof. Dr. Henning Kreis, Olla Jongerius, Anke Neuzerling

17. Institute for Writing Studies (IWS)

School: Berlin School of Popular Arts

Executive Director: Prof. Dr. Katrin Girgensohn

Scientific Director: Prof. Dr. Nadja Sennewald

The Institute for Writing Studies is an interdisciplinary research institute. Its members bundle and initiate writing research and development projects on writing in the profession, at university and school, as well as on creative and literary writing in different contexts.

The aim of the Institute is to facilitate and promote research and development projects in writing studies. In this way, it makes the interdisciplinary expertise of actors from writing studies visible both in the theoretical field and in the field of practice and contributes to national and international networking.

Other members: Prof. Dr. Kirstin Bromberg, Prof. Dr. Sarah Brommer, Prof. Dr. Kirsten Schindler

3.5 Ethics Committee

An Ethics Committee was founded at the university on June 1, 2013, and reestablished for the merged university. It helps and advises the university with the ethical and legal aspects of our scientific research. It is chaired by the Vice President for Research and Transfer and consists of six persons: three professors (Prof. Dr. Brigitte Biehl, Prof. Dr. Bert Eichhorn, and Prof. Gabor Kovacs), one academic employee (Thomas Pfeiffer), one non-academic employee (Dr. Jörg Männicke), and the Vice President for Research and Transfer (Prof. Dr. Carsten Schermuly). "Guidelines for Securing Good Academic Practice and for Avoiding Academic Misbehaviour" (Code of Ethics) is a university policy that was introduced in June 2013. Two ombudsmen/-women were assigned to assist with the implementation of these guidelines, Prof. Dr. habil. Michael Brusch of Brandenburgische Technische Hochschule Anhalt (external professor) and Prof. Dr. Vladimir Stantchev (internal professor). These regulations are examined according to recommendations by the DFG and were approved by the DFG. Both the university's Code of Ethics and its internal rules of procedure were redeveloped for the merger of the university.

3.6 Research Award

The Research Award of the SRH Berlin University of Applied Sciences is awarded annually in recognition of the scientific merits of the award winner. All publications, third-party funding, and research-related honors received by December 31 are taken into account.

On June 16, 2023, at the SRH Summer Festival at the Estrel Hotel across the new campus in Berlin-Neukölln, the Research Award was presented to the Vice President for Research and Transfer himself, Professor Dr. Carsten Schermuly. Furthermore, and for the first time, a Special Research Award was presented by the Vice President for Research and Transfer. The Special Research Award was granted to Professor Dr. Dr. Dr. Marcel Bisges, who had distinguished himself with his third doctorate.

4 Research Expertise

The professors at SRH Berlin University of Applied Sciences possess considerable expertise. They supervise third-party-funded projects, publish in peer-reviewed and other relevant journals, present at (or moderate) academic conferences in Germany and abroad, and contribute to exhibitions, fairs, and concerts. The following tables present an overview of the cumulative, professorial contributions until the year 2022 at each school.

Berlin School of Management

Name	Number of publications			Number of current memberships	Number of third-party-funded projects
	Books and book chapter	International journals	Other publications		
Ante, Arta	5	2	18	0	3
Baumgärtner, Alex	8	0	4	2	0
Becker, Torsten	5	5	10	1	8
Bünthe, Claudia	24	1	15	8	0
Büsch, Victoria	15	6	14	5	4
Carstensen, Ines	15	0	8	5	12
Eichhorn, Bert	15	3	20	3	3
Glasberg, Ronald	0	21	4	2	3
Gockel, Christine	8	16	2	2	2
Hagen, Dirk	5	2	9	4	0
Hessel, Franz	16	35	20	3	1
Kreis, Henning	10	10	18	3	0
Linke, Ralf	3	0	3	2	0
Presse, André	11	17	8	2	0
Schermuly, Carsten	60	48	117	2	7
Seisreiner, Achim	14	2	3	2	7
Stecker, Christina	31	9	46	5	4

Name	Number of publications			Number of current memberships	Number of third-party-funded projects
	Books and book chapter	International journals	Other publications		
Ternès von Hattburg, Anabel	91	31	57	14	34
Towers, Ian	15	11	18	5	1
Welc, Jacek	3	0	2	0	0
Wulf, Alexander	17	24	9	8	6
	371	243	405	78	95

Berlin School of Technology

Name	Number of publications			Number of current memberships	Number of third-party-funded projects
	Books and book chapter	International journals	Other publications		
Beck, Gesa	2	29	41	4	14
Hartmann, Michael	1	37	5	4	7
Haufe, Knut	1	3	8	1	0
Iliev, Alexander	2	10	5	3	2
Nasti, Adele	0	3	5	0	8
Neumann, Klaus-Ulrich	3	98	16	2	5
Rafajlovski, Goran	4	35	115	4	3
Romero Romero, Osvaldo	4	40	15	4	2
Stantchev, Vladimir	32	35	19	29	13
Szuppa, Stephan	2	0	12	2	10

Tamm, Gerrit	17	10	15	4	3
Wolter, Frank	2	0	30	1	2
	70	300	286	58	69

Dresden School of Management

Name	Number of publications			Number of current memberships	Number of third-party-funded projects
	Books and book chapter	International journals	Other publications		
Antonschmidt, Hannes	6	3	16	2	8
Bohne, Hartwig	23	6	14	6	0
Borkmann, Vanessa	12	0	22	3	38
Gellweiler, Susanne	2	3	2	0	0
Kahle, Ute	1	1	8	4	1
Soleimani Zoghi, Farzaneh	1	11	11	1	0
Straub, Matthias	6	1	9	1	1
	51	25	82	17	48

Berlin School of Popular Arts

Name	Number of publications	Number of artistic contributions	Number of current memberships	Number of third-party-funded projects
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	Books and book chapter	International journals	Other publications	e.g., exhibitions, fairs, concerts, performances		
Beuthner, Michael	38	0	25	44	1	2
Biehl, Brigitte	24	22	60	16	4	2
Birkenhake, Henning	0	0	0	1500	1	0
Bisges, Marcel	6	0	31	0	2	0
Ehrhorn, Tilman	0	0	0	1000	3	0
Girgensohn, Katrin	70	11	11	6	8	15
Jürgens, Pepe	0	4	6	31	0	0
Kahl, Rolf Peter	2	2	4	300	1	0
Keßler, Robert	0	0	6	28	0	0
Kleiner, Marcus S.	25	5	109	4	3	0
Kuhn, Marco	0	0	3	20	2	0
Lingnau, Robert	0	0	100	800	6	3
Middelkamp, Matthias	0	0	0	100	3	0
Provvedi, Régine	2	5	0	77	1	3
Remy, Jörg	0	1	1	160	0	5
Roth, Lars	0	0	8	16	2	6
Schipanski, Agnes	3	0	8	0	4	1
Secara, Marc	4	0	4	500	0	0
Sennewald, Nadja	34	1	49	15	4	9
Starcke, Katrin	3	27	48	NA	1	3

Tams, Svenja	14	8	1	NA	3	7
Teigler, Rolf	1	0	0	28	2	0
Wallhäuser, Ricarda	0	0	3	46	0	1
Welker, Matthias	5	0	0	12	3	0
von Georgi, Richard	31	86	58	5	6	4
	262	172	535	4708	60	61

Berlin School of Design and Communication

Name	Number of publications			Number of artistic contributions e.g., exhibitions, fairs, concerts, performances	Number of current memberships	Number of third-party-funded projects
	Books and book chapter	International journals	Other publications			
Androschin, Katrin	1	0	1	0	3	2
Borhardt, Bettina	1	0	0	20	0	8
Denz, Sebastian	23	0	100	50	1	3
Fischer, Marcus	1	0	35	28	3	8
Kemmer, Ralf	2	1	3	13	1	0
Leihener, Julia	2	0	0	0	1	2
Linner, David	0	0	1	0	0	1
Schultze-Seehof, Dörte	11	1	0	14	1	0
Schwenn, Benjamin	5	0	2	0	0	1
Wente, Markus	4	3	5	5	1	0
Zumholz, Holger	2	0	13	0	3	4

	62	15	178	130	17	29
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SRH Campus Hamburg

No information was available from the school at the editorial deadline.

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Prof. Dr. Arta Ante

Berlin School of Management

- Professor of PR & Communication Management
- Director of the Institute for Culture and Diversity Studies

Research/Artistic Foci

2023 (in prep.): How German is it and how do I fit in" – Revisiting the Identities Discourse from Diversity perspective.

Career

10/2021 – 04/2022: Interim Head of Study Program "International Business Administration", Berlin School of Management

Since 09/2020: Founder and Director at the Institute for Cultural Diversity Studies, SRH University Berlin of Applied Sciences

09/2018 – 10/2021: Head of Study Programme "International Business Administration with Focus in Communication Management" Berlin School of Management, SRH University of Applied Sciences

Since 09/2017: Professor for PR and Communication Management, Berlin School of Design and Communication

03/15 – 01/16: Project Proposal Coordinator, Humboldt Universität, Presidential Department, Gender Equality Office, in the framework of EU Research and Innovation Programme, Category: Science with and for Society. 11 European Research Institutions/8 European Countries/2.3 Mio. Euros Budget

10/13 – 07/17: Lecturer Economics and Law Department, Lecturing Focus: Fundamentals of Scientific Writing & Academic Coaching - HTW Berlin - University of Applied Sciences

04/15 – 12/2015: Postdoctoral Fellow/Berlin Equal Opportunities Programme Presidential Department, Gender Equality Office, Humboldt University, Berlin Research Focus: Scientific communication from the diversity management perspective; Systemic Communication Analysis; Editor of "Humboldt Equal Opportunity" Magazine; Public Relations and Event Management

05/11 – 05/13: Research Associate/ Lecturer, Economics Department, SRH University of Applied Sciences, Berlin

01/08 – 10/08: Research Workshops Coordinator, PhD Graduate Centre, Faculty of Social Sciences Vienna University, Vienna

05/07 – 08/09: Team Manager, 6th District, Juvivo Organization (Youth NGO), Vienna

01/05 – 12/05: Office Assistant, External Relations Office, Austria Commercial Chamber (WKO), Vienna

04/01 – 10/02: Program Manager, United Nations World Food Programme, Tirana

04/09 – 03/01: Project Manager, IFRC, International Federation of Red Cross and German Red Cross, Tirana

Research/Artistic Activities

a) Company project 'The importance of culture: ways and tools of shaping a company culture and mindset' in collaboration with BASF Germany.

- focus on diversity/inclusion and sustainability

b) Creative seminar 'Interdisciplinary project-oriented work and competition: Art and Diversity'

- explore ways to communicate and create awareness of diversity of the creative scene with focus in Berlin, Germany

c) Company project in collaboration with BASF Germany.

- Highlighting diversity & internationality, digitization, sustainability and partnership relationships.

d) Company project 'The importance of culture: ways and tools of shaping a company culture and mindset' in collaboration with BASF Germany.

- focus on diversity/inclusion and sustainability

Prof. Dr. Alex Baumgärtner

Berlin School of Management

- Professor of Law



- Programme Director, International Tourism and Event Management (Bachelor of Arts)

Research/Artistic Foci

Prof. Dr. Baumgärtner's research focuses on the legal and regulatory framework of the Tourism and MICE industry, especially international issues (including the impact of EU legislation) and aspects of liability and labour law.

Career

Prof. Dr. Baumgärtner studied Law in Erlangen, Germany and Lausanne, Switzerland. While working for a law firm he completed an additional master's degree at the University of St. Gallen, Switzerland (Executive Master of European and International Business Law), including study visits to the University of Texas School of Law (Austin) and to Harvard Law School (Boston). He is a lawyer and member of the Bar Association since 2004. He holds a PhD in economics from Ingolstadt School of Management (Catholic University Eichstätt-Ingolstadt) and also worked there for several years as research assistant.

Research/Artistic Activities

Currently Prof. Dr. Baumgartner's is researching the legal aspects of event safety issues (especially concerning terrorist attacks). He is also examining the national implementation of the EU Directive on package travel and linked travel arrangements.



Prof. Dr.-Ing. Torsten Becker

Berlin School of Management

- Professor of Supply Chain Management
- Program Director of M. Sc. Supply Chain Management

Research/Artistic Foci

Supply Chain Strategy; Warehouse Management Inventory Reduction; Digital Supply Chain Management

Career

1.4.2021-30.9.2021: Substitute Professorship HTW Berlin, Business Information Systems/Digitization, Berlin

1.10.2012-30.9.2014: Substitute Professorship Leuphana, Supply Chain Management, Lüneburg

23.3.2013-31.12.2020: Managing Director, BOGEN Electronic GmbH, Berlin

Since 1.7.2003: Managing Director, BESTgroup Consulting GmbH, Frankfurt/Berlin

1.11.1995-30.6.2003: Director, PRTM Operations Management Consulting, Frankfurt

1.11.1990-31.10.1995: Plant Manager/Project Manager, AEG AG, Frankfurt/Kiel

1.2.1986-31.10.1990: Research Assistant, Chair of Production Systems, WZL, RWTH Aachen University

1.10.1980-31.12.1990: Studies of Mechanical Engineering, RWTH Aachen, Diploma (1986), Doctorate (1990)

Research/Artistic Activities

Company projects on Process Mining in Order Management, Warehouse Optimization, Decarbonization

Participated in several Horizon 2020 projects on improving measuring system accuracy



Prof. Dr. Claudia Bunte

Berlin School of Management

- Professor of International Business Administration with focus on Marketing
- Head of International Business Administration Specialization in Marketing

Research/Artistic Foci

Artificial Intelligence (AI) and its impact on the future of marketing and economy

Career

- 2016 - Present: Professor of Business Administration with focus on Marketing, Berlin School of Management, SRH Berlin University of Applied Sciences
- 2013 – 2016: Director for Consumer Insights, Planning & Strategy Europe + Director for Strategy and Planning for Germany, Denmark, Finland and Iceland, The Coca-Cola Company
- 2009 – 2012: Senior Global Vice President for Brand Strategy and Marketing Management brand Volkswagen, Volkswagen AG
- 2005: Doctorate (Dr. phil.) at the Wilhelms University Münster; Topic: "The Brand Optimizer: An Integrated Model for Image Optimization of an Existing Brand Extension with Special Consideration of the Umbrella Brand using the Example of Nivea Beauté and Nivea"
- 2003 – 2012: Associate Principal Marketing and Sales, McKinsey & Company
- 2000 – 2003: International Brand Manager at Nivea Beauté, Beiersdorf AG,
- 2000: Dipl.-Kommunikationswirtin, Social and Business Communication, University of the Arts Berlin

Research/Artistic Activities

- AI-Study "AI – the future in Marketing"; Wave 1 (2018), Wave 2 (2019), Wave 3 (2021)
- Study: European Wholesale Study 2020 "Digital transformation in B2B – the role of AI and pricing automation"



- President of SRH Berlin University of Applied Sciences
- Director of the Silver Workers Research Institute

Prof. Dr. Victoria Büsch

Berlin School of Management

Research/Artistic Foci

Prof. Dr. Victoria Büsch conducts research in the field of demography and human resource management. Her analysis focuses on demographic change with respect to enterprise management. Specifically, her scientific work pertains to age discrimination when recruiting older employees, employee motivation, and the identification of promotional framework conditions for an extended working life. This has been her line of research for nearly 15 years. She has been a guest speaker at many international conferences including the World Demographic Association in St. Gallen, Switzerland and the International Conference on Demographic Aging in Los Angeles, USA.

Career

Prof. Dr. Victoria Büsch conducts research in the field of demography and human resource management. Her analysis focuses on demographic change with respect to enterprise management. Specifically, her scientific work pertains to age discrimination when recruiting older employees, employee motivation, and the identification of promotional framework conditions for an extended working life. This has been her line of research for nearly 15 years. She has been a guest speaker at many international conferences including the World Demographic Association in St. Gallen, Switzerland and the International Conference on Demographic Aging in Los Angeles, USA.

Research/Artistic Activities

Prof. Dr. Büsch was instrumental in establishing the Transitions and Old Age Potential (TOP) panel in Germany. The panel was developed in cooperation with the University of Lüneburg, Jacobs University in Bremen and the German Federal Institute for Population Research. It has an interdisciplinary approach with the objective of identifying the potential of elderly or aging people. The first scientific inquiry of TOP took place in 2013 with 5,000 participants and a variety of data set publications followed in 2014.

Prof. Dr. Büsch became a member of The Demographic Network (ddn) in 2006 and a board member in March 2012. She is also a board member of Flexi-care 50+ and "Deutschlands Arbeitgebermarken", a member of the German Society for Demography, and the national speaker of the Association of Private Universities of Applied Sciences (Verband der Privaten

Hochschulen e. V.).



· Professor of Sustainability and Innovation Management

Prof. Dr. Ines Carstensen

Berlin School of Management

Research/Artistic Foci

Prof. Dr. Ines Carstensen has a long-standing interest in the field of tourism. Her particular interest concerns different research fields such as destination development, innovation, sustainability, mobility, natural and cultural heritage, energy systems and climate change.

Career

Prof. Dr. Ines Carstensen has a long-standing interest in the field of tourism. Her particular interest concerns different research fields such as destination development, innovation, sustainability, mobility, natural and cultural heritage, energy systems and climate change.

Research/Artistic Activities

Prof Dr. Carstensen coordinates several joint research projects as Scientific Director of CIST e.V. In 2016, she initiated a cooperative research project to implement new models for sustainable tourism and to find European partners which was supported by the BMBF. The current research project "Make Creative Villages – Initiate Cooperation between CCI and Villages" is funded by the European Union since 2019 and wants to go new ways to raise the innovation potential of cultural resources in villages and rural towns by giving new impulses through tailor-made cooperation between the creative industries and local players. She co-designed a project concept to apply for the CLIENT II program founded by the BMBF in order to implement new resource techniques and tourism management systems in Ghana with Prof. Dr. Michael Hartmann's Renewable Energy Programme at SRH Berlin University of Applied Sciences and Fraunhofer UMSICHT. She also designed another project focusing on creating sustainable building systems in Namibia. Prof Dr. Carstensen received funding from the municipality of Bernau near Berlin to integrate research projects in teaching and to develop an innovation process for Bernau's future tourism. Students had the opportunity to write their first scientific article, which was the pilot publication of the "SRH-Werkstattbericht". She is also cooperating with others in the field of tourism and digitization.



Prof. Dr. Bert Eichhorn

Berlin School of Management

- Professor of International Business Law/ European Law & Vice President of International Affairs
- Director of the Contractual Management Institute & Programme Director, International Management & Entrepreneurship (Master of Arts)

Research/Artistic Foci

The aim of Prof. Dr. Eichhorn's research is to examine the impact of national and international (contractual) circumstances on business decisions and on the design of entrepreneurial processes. The analysis of decision-making processes is particularly relevant in lieu of shifting corporate decision-making processes in digital systems and electronically-controlled supply chains.

Career

Prof. Dr. Bert Eichhorn studied Law, Philosophy and Economics in Cologne, Germany and Lausanne, Switzerland. In 1991, he completed his dissertation in Cologne with the title "State Responsibility, Reparations and Germany's Compensation after World War II". His dissertation is one of the papers on state responsibility selected by the Law Commission of the United Nations (UN) and serves as the basis for court decisions, including decisions taken at the Federal Constitutional Court in Germany. He has been Professor of International Business Law and European Law at SRH Berlin University of Applied Sciences and Visiting Professor at Beuth Technical University Berlin since 2008. He was a guest lecturer at Technical University Breslau; Neisse University in Liberec; Jelenia Gora and Görlitz at Marmara University in Istanbul; Grande École de Commerce (INSEEC Business School) in Paris and Bordeaux; and the University of Granada.

Research/Artistic Activities

His current research project aims to explore conditions of contractual risk management in companies and to examine possible solutions for its use as a controlling management tool. Another of his research projects compares the business practice of risk management in Turkey and Germany. The analysis of cultural differences in risk management between the two countries and instructions for German companies is also of major interest.



Prof. Dr.-Ing. & MBA Ronald Glasberg

Berlin School of Management & Berlin School of Technology

- Professor of International Strategic Management
- Head of Institute for International Strategic Management & Innovations (SMI)

Research/Artistic Foci

Ronald Glasberg is Professor for International Strategic Management and Head of Institute for International Strategic Management & Innovations. He focuses on the development of new strategic management tools and mindsets for start-ups and international enterprises to cope with unforeseen events. His aim is to formulate unique action-oriented recommendations for enterprises depending on their particular strategic, innovation, financial, technological and risk management starting points related to:

- Business Modelling
- Change Management
- Financial & Portfolio Management
- Innovation & Technology Management
- Strategic Planning and Management

Career

- Head of Institute for International Strategic Management & Innovations at SRH Berlin University
- Study Program Director Entrepreneurship and Head of Accreditation Commission
- Professor for Int. Strategic Management at SRH Berlin University
- Management Consultant at BearingPoint Management & Technology Consultants
- Postdoctoral Research Assistant & Lecturer at TU-Berlin
- Manager Group Strategy and Policy at Deutsche Telekom AG
- Management Consultant for EU-Projects at Renault Inst. for Quality and Management
- Research Assistant for PhD & Lecturer at TU-Berlin
- Manager and Entrepreneur at Technical Service Center J. Glasberg



- Professor of Work and Organizational Psychology
- Program Director, Business Psychology Program (Master of Science)

Prof. Dr. Christine Gockel

Berlin School of Management

Research/Artistic Foci

Which factors increase team effectiveness? Prof. Dr. Gockel investigates how team members organize and use complex knowledge (in transactive memory systems), how they share leadership to achieve common goals, and how they use humor.

Career

Prof. Dr. Christine Gockel studied Psychology at Humboldt University Berlin. She then went to graduate school at Michigan State University in the US and obtained her PhD in Social and Personality Psychology with a minor in Organizational Psychology. Afterwards, she was employed as Research Associate at Chemnitz University of Technology in Germany and as senior researcher and lecturer at the University of Fribourg in Switzerland. During her time in Germany and Switzerland, she also worked as communication trainer and consulted organizations in the domains of knowledge management and leadership. In 2014, Christine Gockel became Professor of Work and Organizational Psychology at SRH Hochschule Berlin and is currently Program Director of the Master of Science program in Business Psychology.

Research/Artistic Activities

In her research, Prof. Gockel examines team dynamics. Specifically, she examines how team members organize and process knowledge (in transactive memory systems), how they share leadership to reach common goals, and how they use humour. Because her research sits at the intersection of organizational and social psychology, she has conducted survey studies in organizations, experimental studies in the lab, and used social network methods in team studies. In her projects, she tries to involve student researchers as much as possible. Christine Gockel has published in international peer-reviewed journals such as European Journal of Work and Organizational Psychology, Journal of Personnel Psychology, and Basic and Applied Social Psychology. Her research was funded by the University of Konstanz, the University of Fribourg, and the Bäsch Foundation for the Promotion of Applied Psychology.



- Professor of Business Administration with Focus on Event Management

Prof. Dr. Dirk Hagen

Berlin School of Management

Research/Artistic Foci

Prof. Dr. Hagen conducts research in the field of business and cultural events. His analysis focuses on networks, organizational management, and urban development driven by events. His scientific work focuses on match-making in the meeting industry as a method for building up new project collaborations and networks. He speaks at research conferences on topics related to events, architecture and geography.

Career

Prof. Dr. Hagen completed his studies at the University of Hamburg, Universidad Complutense de Madrid and Humboldt Universität zu Berlin. For his Diploma in Geography, his analysis focused on urban and economic geography in the field of advanced producer services. He became a project leader for various national and international empirical research projects at Topos Stadtforschung. In 2005, he started to work in the conference branch at Topos Stadtforschung after publishing in various magazines, developing an urban and culture magazine and moderating expert talks. Prof. Dr. Hagen helped to organize national and international summits and congresses and sometimes moderated these events. In 2015, he graduated magna cum laude from the Philipps University of Marburg and wrote his dissertation on creative industries and scenes. Today, he is responsible for developing, moderating and giving keynote speeches at business events. He has held different positions in marketing, business development and event management. Prof. Dr. Hagen is a board member for various societies and foundations.

Research/Artistic Activities

Prof. Dr. Hagen is establishing academic empirical research of networks in the meeting industry. For example, he is finishing a research project at re:publica, Berlin, Europe's biggest digital festival/conference.



Prof. Dr. Franz Hessel, MPH

Berlin School of Management

- Professor of Business Administration (Healthcare Management)
- Programme Director, Business Administration with a focus on International Healthcare Management Programme (Master of Business Administration)

Research/Artistic Foci

Prof. Dr. Franz Hessel's research interests are primarily in the field of medical management and health economics. His scientific concentrations are the areas of hospital management, health economic evaluations, health technology assessment, and health services research.

Career

Prof. Dr. Franz Hessel studied medicine at Ludwig-Maximilians-University in Munich. He completed his PhD at the Medical Clinic, Department of Preventive Cardiology. After several years of clinical work in the field of cardiology and laboratory medicine, he took part in a part-time postgraduate study to obtain the Master of Public Health at Ludwig-Maximilians-University in Munich. Upon completion he became active in research and teaching as a research associate and group leader in the field of Medical Management at the Universities of Greifswald and Duisburg-Essen. Further career achievements include more than ten years of consulting experience in the field of health economics, management of the department Health Economics Outcomes Research (HEOR) of Sanofi-Aventis Germany, International Director of HEOR Abbott Diagnostics, and professorship at SRH Hochschule Berlin since 2011.

Research/Artistic Activities

Prof. Dr. Franz Hessel just finished working on a joint research project called "Personalized Medicine in Cancer Research". The project is about the influence of technologies and customized medical treatment on medication development costs, and the optimal design of authorization modalities and reimbursement arrangements. He considers this issue from health insurance and society perspectives.

Aside from the emphasis on health services research, Prof. Dr. Hessel works on health economic evaluation models, research projects concerning health services, and the usage of routine data of health insurance for health-political decisions.

In the hospital management sector, topics like payment of in-patient psychiatric services and crises management are predominantly covered.



- Professor of Market and Advertising Psychology
- Program Director, B.A. International Business Administration

Prof. Dr. Henning Kreis

Berlin School of Management &
Berlin School of Design and
Communication

Research/Artistic Foci

Prof. Dr. Kreis conducts empirical, mostly quantitative research in the field of consumer behaviour and strategic marketing. He is interested in why consumers act like they do, from a psychological perspective and tries to come up with implications for strategic marketing. Prof. Dr. Kreis published in leading national and international journals in this field and is first author of the market research book "Marktforschung" (Kreis, Wildner, Kuß, 2021) that is published by Springer-Gabler.

Career

Prof. Dr. Kreis studied Business Administration at Otto-von Guericke University Magdeburg and Macquarie University Sydney. He holds a Ph.D. from Humboldt Universität zu Berlin, Institute of Marketing. After his Ph.D. Prof. Dr. Kreis became Juniorprofessor for Market Communications at Freie Universität Berlin. Before joining SRH Hochschule Berlin in 2017 he held the deputy professorship for marketing and innovation management at Brandenburgische Technische Universität Cottbus. He had various research and teaching assignments in Germany and abroad. In 2013, he founded the consulting company dk & company GmbH which focuses on science-based business consulting.

Research/Artistic Activities

Recent topics of interest are the use of customer reviews during the online buying decision process (eye tracking approach), emotion tracking of consumers and the effect of (electronic) word-of-mouth on sales (time series modelling).



Prof. Dr. Ralf Linke

Berlin School of Management

- Academic Director of the Berlin School of Management
- Professor of International Business Administration
- Program Director, International Business Administration (Bachelor of Arts) in German

Research/Artistic Foci

Prof. Dr. Ralf Linke focuses his research on two topics: consumer behavior and employee satisfaction. His work combines the measurement of human behaviour in marketing research and the evaluation of work.

Career

Prof. Dr. Linke studied Business Administration at the Catholic University of Eichstätt and the University of Memphis. He holds a Ph.D. from Humboldt Universität zu Berlin, Institute of Industrial Marketing Management. His research activities focus on behavioural economics and business relationships. Prof. Dr. Linke joined the global consulting company, Gallup, and worked for six years for national and international clients in the area of customer and employee optimization. In 2012, he joined BiTS University of Applied Sciences in Berlin and helped to build and lead the business administration programmes. In 2015, he began directing the International Business Administration Programme (German language track) at SRH Hochschule Berlin.

Research/Artistic Activities

Prof. Dr. Linke is currently researching employee satisfaction surveys and consumer behaviour. The employee satisfaction survey is a feedback and performance management tool suitable for companies of all sizes. Current research looks for ways to optimize the quality of survey operations and the impact of the metrics used. His consumer behaviour research emphasizes consumer decision-making in digital environments. A central question being answered is: how is digital and mobile content perceived and how does it influence reference points, perceived risk, and perceived usefulness in decision-making?



- Professor of Entrepreneurship
- Director, Grenke Centre for Entrepreneurial Studies

Prof. Dr. André Presse

Berlin School of Management

Research/Artistic Foci

Prof. Dr. André Presse conducts research in the field of entrepreneurship, innovation and technology management. His analysis focuses on the micro, meso, and macro aspects of successful entrepreneurship and small and medium enterprises (SME), in particular family firms. Micro aspects consists of the entrepreneurial mind-set and psychography, i.e. how does an entrepreneur develop and entrepreneurial disposition and become the nucleus of a new company. The meso aspect looks at how companies as corporations ("social organisms") are established and what differentiates successful organizations. Questions in the macro economy related to entrepreneurship are: What is the ideal system for taxing enterprises in general and young ventures in particular? What are economic policies that help to foster and develop entrepreneurship in an economy? What is the purpose of entrepreneurship as an activity and as an academic discipline? Prof. Dr. André Presse published the results of his research in leading national and international journals and conferences, including the American Academy of Management (AOM) and the Journal of Family Business Strategy (JFBS). He authored and co-authored numerous books and book chapters.

Career

Prof. Dr. André Presse studied business administration at the Faculty of Economics Ingolstadt (Wirtschaftswissenschaftliche Fakultät Ingolstadt, WFI) of the Catholic University of Eichstaett (KUE) and holds an MBA from the Leipzig Graduate School of Management (HHL). He has collected extensive entrepreneurial experience in existing companies like Deutsche Bank AG, AUDI AG, Commerzbank AG and GLS Bank and founded and co-founded ventures in Europe and Asia and is mentoring start-ups in Europe and America. He holds a PhD from Karlsruhe Institute of Technology (KIT) and prior to joining SRH was a Visiting Scholar at the Yale Entrepreneurial Institute, Yale University, Assistant Professor (adjunct) at the University of Waterloo in Ontario, Canada, as well as the University of Bolzano in Tyrol, Italy.

Research/Artistic Activities

Prof. Dr. Presse was head of the Technology Transfer Office (TTO/TUGZ) of the Otto von Guericke University of Magdeburg, where he successfully raised 2 Mio. EUR for the centre. He is a member of the American Academy of Management (AOM), the Förderkreis Gründungsforschung (FGF) and the German Economists Association (Verein für Socialpolitik,

VS) and reviewer for a number of internationally recognized journals. In addition, he is a member of the Institute for New Economic Thinking (INET) in New York and serves as a member on the board of two academic foundations.



Prof. Dr. Julia Richter-Zaby

Berlin School of Management

- Professor of Business Administration

Research/Artistic Foci

Prof. Dr. Richter-Zaby researches the development of indicators for the analysis of costs and benefits of professional training.

Career

Prof. Dr. Julia Richter-Zaby studied economics at the University of Hamburg. Her focus was business administration and sociology (methods for empirical sociology research). She completed her supplementary studies on personnel at the I.P.A. institute for personnel matters & ergonomics. She earned her doctorate from Friedrich-Schiller-Universität Jena in August 2000. Prof. Dr. Richter-Zaby began her scientific career as Research Associate at the University of Jena. In 2002, she also became a temporary lecturer of business administration at the Hamburger Distance Teaching University (Fernhochschule) in Munich. She worked as Publication Manager Hubert Burda Media for the Burda Medienparkverlage and as Business Development Manager for Estee Lauder to build up the AVEDA flagship stores in Berlin. Since 2008, she has been professor of Business Administration at SRH Hochschule Berlin.

Research/Artistic Activities

Prof. Dr. Richter-Zaby's recent research topic is management of sport clubs.



Prof. Dr. Carsten C. Schermuly

Berlin School of Management

- Vice President of Research and Transfer
- Professor of Business Psychology

Research/Artistic Foci

Prof. Dr. Carsten Schermuly's research concentrates on psychological empowerment and New Work, the analysis of interaction processes and diversity in working groups and the quality of instruments used for employee selection and HR development. He developed the Discussion Coding System (DCS) that details a new method with which communication processes within working teams can be quickly encoded and analysed. His research on negative side effects of business coaching was awarded several times (Erdinger coaching price; German coaching price; Harvard Medical School). In 2021, he was elected to the group of 40 leading HR heads in Germany.

Career

Prof. Dr. Schermuly studied Psychology at Johannes-Gutenberg-University in Mainz and Humboldt University Berlin. After completing his PhD in the field of Organizational Psychology at Humboldt University Berlin, he worked as a postdoctoral researcher at the University of Braunschweig (Organizational and Social Psychology). Additionally, Prof. Dr. Schermuly worked for various consulting firms in the field of leader selection and development, implementation of mentoring systems and quality of staff selection processes. He began teaching at SRH Berlin University of Applied Sciences in October 2011 and was appointed professor in November 2012. Prof. Dr. Schermuly has passed his Habilitation at Helmut Schmidt University Hamburg in February 2018 with his work on the mediating effects of psychological empowerment in the organizational practice. In the course of the fusion of five SRH schools into SRH Berlin University of Applied Sciences, he assumed the position of Vice President of Research and Transfer in October 2019.

Research/Artistic Activities

Prof. Dr. Schermuly examines how the diversity of working groups and different leadership styles impact the interaction processes in work teams and how these processes of interaction, in turn, influence key variables such as job performance within teams. He analyses the antecedents and consequences of psychological empowerment in organizations and the effects of New Work initiatives. Since 2011, he explores the risks and side effects of business-coaching at SRH Berlin. His studies show that side effects regularly accompany the effects of business coaching and that multifaceted causes are responsible for them.



- Professor of Human Resources and Organization
- Director of the Institute for Management and Organization Studies

Prof. Dr. Achim Seisreiner (habil.)

Berlin School of Management

Research/Artistic Foci

The research activities of Prof. Dr. Seisreiner focus on the connection between management aspects and management control/ controlling. Important elements are the behavior-influencing effect of incentive schemes, index systems and performance measurement.

Career

After studying Economics at University of Mannheim, Prof. Dr. Seisreiner completed his PhD at Potsdam University. Then he became Professor of Business Administration and worked in the HR Management of the DB Group. In addition to his work at SRH Berlin University of Applied Sciences, he is working as Senior Advisor and as member of the scientific advisory board for the consulting firm Horn & Company GmbH in Düsseldorf. He also is an associate professor at the University of Potsdam.

Research/Artistic Activities

Prof. Dr. Seisreiner examines the phenomenon of disengagement in organizations and deals with the analysis of market-based power control in organizations. Furthermore, he explores the issue of individualized target agreement systems from a motivational-theoretical point of view.



· Professor of Economics

Prof. Dr. rer. pol. Christina Stecker

Berlin School of Management

Research/Artistic Foci

- Maintaining work ability in the era of digital and demographic change
- Idiosyncratic job arrangements, strategic management and innovative leadership strategies for the "Digital Transformation" from an Institutional and Behavioural Economics Perspective
- Digital Change and New Forms of Work
- Labour market and social policy, comparative welfare state research
- English Contract Theory and Scottish Enlightenment

Career

Prof. Dr. Christina Stecker is Professor of Economics at the SRH Berlin University of Applied Sciences since 2015. She studied economics, political science, sociology and philosophy at the Justus-Liebig University of Giessen and the Philipps-University of Marburg. She was a research fellow in the Economics Department of the Centre for Social Policy Research (ZeS, since 2015 SOCIUM – Research Center on Inequality and Social Policy) at the University of Bremen and completed her doctorate in 2001. At the Westphalian Wilhelm University of Münster, Institute of Political Science she was responsible for the management of the Active Citizenship Department and the research project "Third Sector and European Civil Society" from 2001-2003. She worked in research and teaching at the Chair of German & European Social Policy and Comparative Politics.

In 2003, Professor Stecker began working on old-age security and rehabilitation research for the research and development department of the German Pension Insurance, Federal Institution, in Berlin. Here she successfully acquired and managed two demography projects on age-appropriate working, funded by the Federal Ministry of Labour and Social Affairs (BMAS) in Berlin and the European Social Fund (ESF) respectively.

From 1999, Professor Stecker held a variety of teaching positions in Bachelor's and Master's programmes at public and private universities, including the Deutsche Universität für Verwaltungswissenschaften in Speyer and the Hochschule der Bundesagentur für Arbeit (HdBA) in Schwerin, and since 2012 has been a lecturer at SRH Berlin University of Applied Sciences. She continues to conduct training seminars for Work-Ability-Coaching (Arbeitsbewältigungs-Coaching, ab-c[®]).

Research/Artistic Activities

Prof. Dr Stecker's research focuses on the challenges of ageing workforces in a time of rapid digital and demographic change. Her particular focus is on maintaining and strengthening the work ability of all generations, especially in small and medium-sized enterprises (SMEs) and in the public sector against the backdrop of a digitalised world of work. She is currently combining these topics in an interdisciplinary way with psychological, institutional and behavioural economic approaches.



Prof. Dr. Anabel Ternès

Berlin School of Management

- Professor of Communication Management, Business Administration and Sustainability
- Managing Director of the International Institute for Sustainability Management (IISM)

Research/Artistic Foci

Sustainability (ESG); Leadership and New Work; Strategic Communication; Digitization

Career

Prof. Dr. Anabel Ternès von Hattburg is a M.A. (Magistra Artium in German Studies, Religious Studies, Historical Studies; University of Cologne and University of Osnabrück), certified secondary school teacher (first and second state examination; University of Cologne and University of Osnabrück), educator (Diplom-Pädagogin, University of Osnabrück), and business administrator (Diplom-Kauffrau, University of Hagen). She holds a PhD from the University of Magdeburg and spent several years in management positions in international companies, including Fielmann and Samsonite.

She is one of the leading minds for the digital sustainable future - an expert on sustainability and digitization topics, majoring Leadership, New Work and Strategic Communication, a socially committed digital entrepreneur and an author. She is, among other commitments, a member of the board of the British Chamber of Commerce, a board member of the Bitkom AK New Work, and chair of the board of trustees of the Stiftung flexible Arbeit.

To this end, she is involved in various social organizations, including serving as a board member for Plant for the Planet, Peter Ustinov and Inglosus, and trustee for PLAN, Stiftung Lesen and Don Bosco Mondo. As founder of the social organization GetYourWings, the learning room for future shapers, she develops eLearning Tools, eLearning methods and Online Learning Games, such as CODE AND SAFE THE PLANET for teaching digital and sustainable skills.

Anabel Ternès is Managing Director of the International Institute for Sustainability Management and holds a professorship in International Communication Management, Sustainability and Business Administration. The author of more than 50 books, she writes for Focus, Forbes and Hauf, among others.

Research/Artistic Activities

Prof. Dr. Anabel Ternès von Hattburg has been conducting significant research, primarily in the fields of sustainability, leadership, health management, strategic communication, and digital transformation. The publications Digitale Souveränität and Future Skills are only few examples of the impactful outcomes of her scientific efforts.



Prof. Dr. Ian Towers

Berlin School of Management

- Professor of International Business Administration
- Programme Director, International Business Administration and International Business Administration with a Focus on Finance Programmes (B. A.)

Research/Artistic Foci

Prof. Dr. Towers' research is interdisciplinary and international by nature. He is interested in the changing nature of work and how this is having an impact on employment relationships, in particular, the growth in alternative employment relationships (precarity, gig economy) and their effect on individuals in terms of their identity and how they can organize. He is also carrying out research into how cultural products (novels, films, plays, art) both reflect and influence the ways in which business works.

Career

Prof. Dr. Towers studied German at the University of Birmingham in England and worked as a teacher in the UK and Germany. He completed a re-training program in software programming and developed an interest in business issues following a few years of experience as a programmer.

He was Technical Marketing Manager, Product Manager, Senior Portfolio Manager and Business Unit Manager, working internationally at various small and large organizations such as Nortel Networks, Bombardier and the International Air Transport Association. He graduated with an MBA from McGill University in Montreal and completed his PhD in Management at the University of Carleton in Ottawa. The topic of his dissertation is "Change Management in the Pharmaceutical Industry".

Before joining SRH Hochschule Berlin in 2012, he worked at various universities in Montreal and Berlin as a visiting lecturer, and he was a visiting professor in Paraguay, Prague, Rome and Athens.

Research/Artistic Activities

One of Prof. Dr. Towers' current investigations is on the repercussions of new forms of employment in the food delivery industry. He is examining how these developments are having an impact in all areas of the life of those involved, and why and how they are organizing in non-traditional ways to improve their conditions. This topic is related to his interest in how HRM can play a role in social sustainability. He continues to work on the broader theme of the relationship between cultural practices and business.



Prof. Dr. Jacek Welc

Berlin School of Management

- Professor of Corporate Finance

Research/Artistic Foci

Corporate Finance, Financial statement analysis, Financial and non-financial reporting, Business risk management

Career

Between 2003 and 2007 Prof. Dr. Jacek Welc was an independent consultant in the areas of corporate valuation, management accounting, and financial accounting. Having also been Head of the Corporate Finance Department at Dexus Partners (a stock brokerage house), Jacek now co-owns a consultancy specializing in corporate financial services. He also serves at Audit Committee Chair on the Supervisory Board of Cognor Holding S.A. (a company listed on the Warsaw Stock Exchange).

Research/Artistic Activities

Prof. Dr. Jacek Welc has written and published a number of peer-reviewed articles, as well as three professional books: "Applied Regression Analysis for Business: Tools, Traps and Applications" (Springer, 2017), "Reading Between the Lines of Corporate Financial Reports: In Search of Financial Misstatements" (Palgrave Macmillan, 2020) and "Evaluating Corporate Financial Performance. Tools and Applications" (Palgrave Macmillan, 2022). As a guest lecturer, Prof. Dr. Welc visited over twenty countries.



Prof. Dr. Dr. Alexander J. Wulf

Berlin School of Management

- Professor of Business Law

Research/Artistic Foci

Business law, legal tech, law and economics, empirical legal research, new institutional economics

Career

Prof. Dr. Dr. Wulf studied law, business and economics, and research methods. He graduated from SRH Hochschule Berlin with a Bachelor of Arts in Business Administration in 2006. He attended Bucerius Law School / WHU – Otto Beisheim School of Management and graduated with a Master of Law and Business in 2007. From 2007 to 2008, he completed a Master of Science in Social Research Methods at London School of Economics. In 2013, he was awarded a Doctor of Law degree from Bucerius Law School, in 2018 a Doctor of Economics from University of Siegen.

Research/Artistic Activities

Prof. Dr. Dr. Wulf is interested in the interdependence of law and economics, the role of legal cultures and institutions in economics, and the application of empirical methodology to the study of law. His research focuses on empirical analysis of European law, IT law and legal tech topics. Among others he has held research, teaching and visiting positions at Kyoto University (2019 and 2009), the University of California in Berkeley (2018), Bucerius Law School (2016-open), West Bengal National University of Juridical Sciences (2016), University of Hamburg (2015-2017), University of Oxford (2011-2012).

Research Associates at the SRH Berlin School of Management



Laura Creon, M. Sc.

Berlin School of Management

- Research Associate of the Business Psychology Programme
- Member of the Institute for New Work and Coaching (INWOC)

Research/Artistic Foci

Diversity in work teams; human resource development, training, and coaching; onboarding of new employees in organizations; psychological empowerment

Research/Artistic Activities

Laura Creon examines the consequences of diversity in work teams, with a focus on subgroup dynamics. In particular, she is interested in the role of subgroup perceptions and psychological safety in the context of human resource development, such as training and onboarding. Next to her dissertation research, she is currently involved in research projects concerning work-related learning, training and financial performance, psychological empowerment, and coaching.



- Research Associate to the Vice President Research & Transfer
- Member of the Institute for New Work and Coaching (INWOC)

Ivana Drazic, M. Sc.

Berlin School of Management

Research/Artistic Foci

New world of work, demographic change, age stereotypes, psychological empowerment

Research/Artistic Activities

Ivana Drazic focuses on the interplay between two trends in the organizational context: changes in the world of work and demographic change. She is currently studying explicit and implicit older worker stereotypes and how they might lead to age discrimination in the new world of work. She is also interested in modern work practices and their impact on

employees. Furthermore, she teaches courses such as “Work and Industrial Psychology” and “Personality Psychology and Psychological Diagnostics” to Bachelor and Master students.



Jan Koch, M. Sc.

Berlin School of Management

- Research Associate of the International Business Administration Programme (in German)
- Member of the Institute for New Work and Coaching (INWOC)

Research/Artistic Foci

Agile project management, psychological empowerment, occupational health, and meta-analyses

Research/Artistic Activities

Jan Koch teaches statistics to bachelor's students and is currently studying the affective, behavioral and cognitive consequences of agile project management. His research focuses on working in agile teams, occupational health, and the psychological empowerment of employees in modern workplaces.



Natalie Michalik, M. Sc.

Berlin School of Management

- Research Associate to the Vice President of Research and Transfer

Research/Artistic Foci

Effectiveness of Business Coaching, Consequences of Technostress on Coaching, Negative Effects of Onlinecoaching

Research/Artistic Activities

Natalie Michalik examines interactions between coaches' perceived technostress and coaches' emotional exhaustion and coaching outcome: Especially now, the Covid-19 pandemic has led to a high shift from face-to-face delivered coachings to technology-based processes. This rapid change and the accelerated demand of digital delivered coaching might evolve a variety of consequences for the coach but also for the coaching outcome. So far, she has taught Personality Psychology Bachelor students.



Mohammad Mohammadian, M. Sc.

Berlin School of Management

- Research Associate of Quantitative Methodology

Research/Artistic Foci

Quantitative methodology

Research/Artistic Activities

Mohammad Mohammadian is a lecturer of quantitative methodology. He supports SRH scientific researchers in statistics and quantitative methods.



Phuong Phung, M. Sc.

Berlin School of Management

- Research Associate at the Berlin School of Management
- Coordinator of the Berlin School of Management

Research/Artistic Foci

Sustainable consumer behavior: create favorable settings where consumers easily adopt, pursue, and practice pro-environmental behaviors.

Research/Artistic Activities

On-going project: Take away food – but Reuse and Recycle! (04.2023-10.2023)



Stefanie Prediger, M. A.

Berlin School of Management

- Research Associate of the Business Psychology Programme

Research/Artistic Foci

Innovation and innovative work behavior, agility, psychological empowerment

Research/Artistic Activities

Stefanie Prediger examines the interaction between agility and innovative work outcomes from a multi-level perspective. How does agile project management affect team empowerment and innovation output/ team innovative work behavior? Do agile practices and organizational agility lead to higher organizational innovation? So far, she has taught Statistics to Bachelor students and Quantitative Research Methods to Master students.



Rebecca Prell, M. Sc.

Berlin School of Management

- Research Associate of the Global Institute

Research/Artistic Foci

Psychophysiology, biopsychology, decision-making, heart rate variability (HRV)

Research/Artistic Activities

Rebecca Prell focuses on decision making in different situational contexts and the connection of cognitive processes with the regulation of the autonomic nervous system. In particular, she is concerned with the measurement of heart rate variability in extreme and everyday work situations. She is currently a research associate at the Berlin Fire Department and in the project IVAC at SRH.



Frank Wittig, M. A.

Berlin School of Management

- Research Associate International Management, Health Management and Project Management

Research/Artistic Foci

Operative health management

Research/Artistic Activities

In 2012, Frank Wittig began investigating the topic: "The Effects and Expectations of AutoID Technology and UID Standardization on the Quality of Medical Care". He completed a stakeholder survey in cooperation with the European Health Industry Business Communications Council (EHIBCC), the Association of German Dental Manufacturers (VDDI), and SPECTARIS - German Industrial Association for Optical, Medical and Mechatronic Technologies. He is a PhD Candidate at Ernst-Moritz-Arndt-University in Greifswald under the supervision of Prof. Dr. Steffen Fleßa and his dissertation is entitled, "Real-Time Location & Tracking Systems as Instrument for Time Studies in Hospitals".

Further academic staff at the Berlin School of Management:

Research Associates:

- Laura Elisabeth Wigger

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Prof. Dr. Gesa Beck

Berlin School of Technology

- Professor of Environmental Technologies
- Member of Institute of Applied Resource Strategies

Research/Artistic Foci

The work of Professor Beck is in the fields of "Environmental Technologies" for an innovative and sustainable use of resources. Hereby she focusses on the following topics: sustainability; circular economy; waste management and technologies; recycling; green chemistry; electrochemistry; electrocatalysis; carbon capture; thermochemical treatment of waste; critical raw materials; life cycle assessment; material flow cost analysis; material stories.

Career

Prof. Dr. Gesa Beck studied Chemistry at Leibniz University Hannover and obtained her Doctoral degree in natural science in the field of "Basic Research of Solid-State Batteries" at the Justus- Liebig-University Giessen in 2002. Thereafter she worked as a researcher at the Institute for Precious Metals Research in Schwäbisch Gmünd. In 2013 she became a Professor at the University Augsburg for "Chemistry of Materials and Resources." Between 2015 and 2019 she worked as Professor for "Resource Efficient Products and Engineering" at the Technical University Aschaffenburg and since October 2019 she is a Professor for "Environmental Technologies" at the SRH Berlin University of Applied Sciences and the director of the Institute of Applied Resource Strategies. In parallel, she has been the leader of the Fraunhofer-Applied Center for Resource Efficiency (ARess) since 2015. In March 2021 Gesa Beck initiated the technical committee "Circular Materials" of the DGM and became the chair of it. In April 2022 she founded a start-up called "ABCircular GmbH" where she wants to realize her vision of "a fairer world with a cleaner environment" within three business areas, i.e., "innovative recycling technologies into application", "sustainability consulting for SMEs" and "professional training" for a sustainable future.

Research/Artistic Activities

In her current R&D projects Professor Beck and her team develops "Innovative and Sustainable Ways for the Recycling of Metal and Plastic Composites" in three funded projects (BMW-ZIM-Project „ ReComp“, BMBF-Project „IRETA 2 and DBU-Project ReGCell“) as well as in one internal lighthouse project INGA. Thereby, the sustainability of the developed recycling processes is assessed according to their sustainability according to the economic, ecological and social criteria.



Prof. Dr. Michael Hartmann

Berlin School of Technology

- Academic Director of the Berlin School of Technology
- Professor of Information Technology and Management
- Program Director, Business Administration with a focus on Renewable Energy Program

Research/Artistic Foci

Prof. Dr. Michael Hartmann conducts fundamental research on the development of new material for photovoltaic and information technologies. Further research areas are energy and environmental management and knowledge management.

Career

Prof. Dr. Hartmann studied Physics at Humboldt University in Berlin, graduated in 1987 and completed his PhD in 1991. He began his academic career as a research associate at Max Planck Society. From 1992-93, he held a research associate position at the Science Center of the University of Rochester, New York. After other stages as a research associate at Humboldt University Berlin and Technical University of Chemnitz, he became Professor of Information Technology and Management at SRH Hochschule Berlin in 2002. In 2010 he was assigned Vice President of Teaching and since 2011. Prof. Dr. Hartmann has been the Programme Director of the Bachelor of Science programme in Business Administration with a focus on Renewable Energy.

Research/Artistic Activities

Prof. Dr. Hartmann has been working in different international research projects concerning material science and optoelectronics at Humboldt-University, at University of Rochester (USA) and University of Jerusalem and Tel Aviv (Israel). Special research interests include applications of new materials for photovoltaics and sustainable energy systems on the basis of renewable energy re- sources. In cooperation with partners from several countries he initiated capacity building pro- grammes in both vocational training and higher education with the focus on sustainable energy management. His current research focus is decentralized energy supply systems in rural areas. The international research project "ENergize Ghana by Cocoa Husks" (ENGHACO) is funded by the BMBF and directed by Prof. Dr. Michael Hartmann since August 2018. The project objective is to optimize the technology of pyrolysis for combustion of so far unused cocoa pod husks in order to sustainably produce energy in the Asaman region of Ghana as well as a pilot for the research consortium, to be established. It is a cooperation with the University of Ghana Legon, Kwame Nkrumah University of Science and Technology (KNUST) – Energy Centre, Fraunhofer Institut für Umwelt-, Sicherheits- und Energietechnik UMSICHT, BOTA, Asaman Cocoa Farmers Association, Municipal Assembly Asaman (MAA), Landwirtschaftsministerium Ghana, Kikam Technical Institute, HU Berlin, Berliner Landesstelle für gewerbliche Berufsförderung in Entwicklungsländern.



Prof. Dr. Knut Haufe

Berlin School of Technology

- Professor of Business Informatics

Research/Artistic Foci

- Information security, information privacy and business continuity management systems
- Integrated management systems
- Process reference models and process maturity

Career

Prof. Dr. Haufe studied business informatics and commercial laws (LL.M Com.) at the University of Ilmenau and Saarland University. He wrote his dissertation at the University of Carlos III in Madrid in the field of Information Science and Technology. He is also managing director at PwC Cyber Security Services GmbH and supports clients operating critical infrastructures and clients in the public sector with designing, implementing and documenting of information security management systems (ISMS) according to ISO/IEC 27001.

Research/Artistic Activities

Prof. Dr. Knut Haufe is interested in the process-oriented operation of management systems and their integration within an integrated management system. He is especially interested in process reference models for information security, information privacy and business continuity management systems. His research focuses on those process reference models and their operational aspects. Based on his research, Prof. Dr. Knut Haufe is the international editor of the upcoming ISO/IEC 27022 "Guidance on ISMS processes". He is a member of various national standardization committees as for example the Standards Committee Information Technology and Applications (NIA) 043-01-27-01 Working Group Requirements, Services and Guidelines for IT Security Systems of the German Institute for Standardization (DIN) and a regular member of the German delegation from this committee to ISO. He is also a co-author of the IT-baseline security catalogue (previously IT-security handbook) of the German Federal Office for Information Security.



Prof. Dr. Alexander I. Iliev

Berlin School of Technology

- Professor of Big Data and AI
- Program Director of M. Sc. Computer Science with a focus on Big Data and AI

Research/Artistic Foci

- Smart Content Ecosystems through Behavioral Patterns
- Emotion Recognition in Speech Using Glottal Information and Prosodic Features
- Recommendation, Personalization, and Enhanced User Experience for Digital Media Management
- Watermarking and Data Hiding Using Speech and Audio Signals Based on Psychoacoustic Modeling
- Machine Learning, Data Analysis, Digital Signal Processing, Psychoacoustics, Speech and Audio Signals

Teaching Experience

Professor, SRH Berlin University, Germany,

- Machine Learning
- AI Use Cases
- Scientific Computing
- Technology Project I, II, III
- Master's Thesis and research

Lead Instructor, University of California Berkeley, CA, USA,

- Introduction to Matlab (EL-ENG-X446.7),
- Python for Data Analysis and Scientific Computing (COMPSCI X433.3),
- Machine Learning with TensorFlow (COMPSCI X433.7),
- Applied Machine Learning (W207)

Assistant Professor, University of Wisconsin – Stevens Point WI, USA,

- Programming for Data Analytics (DAC-111) | Introduction to Data Analytics (DAC-101)
- Android Development (CIS/HTI-345) | Data Analytics Seminar (DAC-299)
- Data Mining (DAC-310) | Machine Learning (CIS-345)
- Web Development I (CNMT-210)

Lecturer, College of Engineering, University of Miami, FL, USA,

- Architectural Acoustics (CAE380)

Lecturer, School of Communication, University of Miami, FL, USA,

- Advanced Audio Production for Film and Video (CMP594)
- Advised, coordinated, and supervised graduate and undergraduate level students as thesis committee member



Prof. Dr. Adele Nasti

Berlin School of Technology

- Professor of Computer Science
- Program Director of Computer Science focus on Big Data & Artificial Intelligence

Research/Artistic Foci

The work of Prof. Dr. Adele Nasti is focused on the development of digital technologies for engineering. Key strategic areas of research are Modelling & Simulation of complex systems, Research & Technology Development, Artificial Intelligence & Digital Twin.

Career

Prof. Dr. Adele Nasti received a Master of Physics from the University of Naples 'Federico II' in Italy in 2005 and completed a PhD in Theoretical Physics at Queen Mary University of London, UK in 2009, with a thesis in Quantum Field Theory on the mathematical modelling of high-energy physics. During her PhD she also worked for a year at the University of Barcelona, Spain in the fields of Quantum Information and Quantum Computing. Since 2009, Prof. Dr. Adele Nasti works as a Technical Specialist and Technical Leader in Modelling & Simulation and Research & Technology at Rolls-Royce. She joined Rolls-Royce plc in 2009 and moved to Rolls-Royce Deutschland Ltd & Co KG in 2018. She is the Technical Lead of a global project focused on Process Automation and Multi-disciplinary Design Optimization for the design of aero engines, she acts as Chief Product Owner for integrated multi-disciplinary simulation tools, implemented via agile software development, and she is specialist in advanced seals technology acquisition, from simulation and design, to manufacture, experimentation and engine integration. She leads digital activities for Virtual Product realization and during her career she has been driving the company Industry 4.0 strategy forward, coordinating several Research & Technology programs in collaboration with universities in the United Kingdom and in Germany. She holds lectures and talks at various schools and universities on the topics of Industry 4.0, Engineering Research & Technology Development, Modelling, Simulation and Digital Twin.

Research/Artistic Activities

Prof. Dr. Adele Nasti conducts research in industry to drive the digital revolution in engineering and in academia to advance the state of the art in simulation methods and tools. Her key areas of expertise are mathematical modelling, multi-physics simulation, system and component design methods, integrated multi-disciplinary simulation frameworks, systems engineering, agile software development, data-driven methods, artificial intelligence, virtual product and digital twin. Her research activities are highly multi-disciplinary across Engineering, Computer Science, Physics and Mathematics.



Berlin School of Technology

- Professor of Applied Sciences for Engineering Applications

Prof. Dr. Klaus-Ulrich Neumann

Research/Artistic Foci

Prof. Dr. Klaus-Ulrich Neumann is mainly focused on investigating fundamental processes using both experimental as well as theoretical approaches. His fields of interest include materials-based research, such as functional materials and including shape memory materials, magnetic compounds, structural arrangements and stability mainly on an atomic level, phase transitions, including superconductivity, as well as measurement principles, such as the contactless measurement of electrical resistivity.

Career

Prof. Dr. Neumann studied physics at Heidelberg University and the Rheinisch Westfälisch Technische Hochschule in Aachen (RWTH Aachen). As an undergraduate he spent a year abroad at Cambridge University, UK, and a further 3 months during a summer study activity at the Witwaters Rand University in Johannesburg, South Africa. His diploma in theoretical physics and the experimental PhD were awarded by the university RWTH Aachen, while his habilitation was obtained at the Humboldt University zu Berlin, both located in Germany. His experimental PhD work was carried out at the Institute Laue Langevin in Grenoble, France, followed by a prolonged stay at Loughborough University in Loughborough, United Kingdom. Subsequently several years of work followed at the University of Kurdistan, Hewler (UKH) in Erbil, Kurdistan Region – Iraq, and the Global College of Engineering and Technology (GCET), in Muscat (Oman). In 2018 Prof. Neumann joined the SRH Hochschule in Berlin to contribute to the renewable energy engineering programme.

Research/Artistic Activities

Prof. Neumann is currently interested in developing means of expanding the spectrum of methods available for extracting energy from the environment in a renewable and sustainable fashion, for example from wave motion. In addition, characterization of materials as well as measurement and analysis techniques related to energy considerations are also being developed. This includes the advance of analysis techniques for thermodynamic systems, material science as well as novel approaches for experimental techniques such as neutron scattering.



Berlin School of Technology

- Professor of Energy Engineering

**Prof. Dr. Goran
Rafajlovski**

Research/Artistic Foci

Prof. Dr. Goran Rafajlovski is mainly focussed on the research field of power engineering with an emphasis on electric machines, transformers and drives control. Further fields of interest are in the field of Renewable Energy, Microgrids, Energy Economics and Energy markets.

Career

Prof. Goran Rafajlovski graduated from the University of Skopje, received a master's degree from the University of Zagreb, Croatia and a Ph.D.-degree from the University of Skopje. As part of several DAAD scholarship programs from the German Academic Exchange service he was invited as researcher and guest professor at different universities in Germany: Friedrich Alexander University in Erlangen, University of Kaiserslautern and University of Rostock. He is also awarded the title of Honorary Professor for Power System at the Technical University Sofia, College of Energy and Electronics. He is a Senior Member of IEEE (IAS), recognized reviewer of International Journal Elsevier-Energy and a member of the international editorial board of the International Journal on Information Technologies. He was a full Professor at the Faculty of Electrical Engineering and Information Technologies at the Ss. Cyril and Methodius University in Skopje, and served as Head of Nehemiah Gateway University responsible for all educational, academic and scientific projects. Between 1998 and 2001 Prof. Dr. Goran Rafajlovski was general manager and CEO of the Electric Power Company of North Macedonia, contributing to the privatization, modernization and liberalization of the company. From 2009 to 2012 he worked at RWE Innogy Germany - Hydro Power & New Applications as a Country Manager for Southeast Europe. In this position he was responsible for project development, management and international coordination. He was a member of the North Macedonian Parliament in 1998-99, and from 2001 to 2005 served as Macedonian Ambassador in Berlin, Federal Republic of Germany. Prof. Rafajlovski is currently professor of Energy Engineering at the SRH University of Applied Sciences in Berlin.

Research/Artistic Activities

Prof. Dr. Goran Rafajlovski's current research focus is mainly on two fields: improving the efficiency of the drive systems in decentralized RES based supply systems and the investigation of grid integration of energy storage systems in microgrids with improved controllability and monitoring. Prof. Rafajlovski is currently leading the DAAD project in Higher Education in the western Balkan Region, common values, competencies and sustained

development granted by the Foreign Ministry of Germany. This project supports professional exchange of ideas, manpower and higher education strategies between Germany, Albania and North Macedonia with an emphasis on sustainable development.



Prof. Dr. Osvaldo Romero Romero

Berlin School of Technology

- Professor of Chemical Process Engineering
- Study programme director, Master of Engineering and International Business - Focus on Renewable Energy, Water and Waste Management

Research/Artistic Foci

Biogas production, tourism management, biomass use, vocational training, agrochemical residues in food, sustainability analysis in energy systems, information management system

Career

Master of engineering and international business with a focus on renewable energy and waste – water management.

Research/Artistic Activities

- Development of chemical analysis methods for the determination of traces of agrochemicals in food and bioproducts to contribute to food security in Cuba.
- Methodology to assess the sustainability of agricultural waste management for energy purposes.
- Information management system to support the development of renewable energies in Cuba.
- Proposal of a 100% renewable energy-based matrix for the generation of electricity in Sancti Spíritus, Cuba.
- Methodological and theoretical basis for the design of a model of strategic management orientation and vocational training for the tourism sector in Cuba.
- Knowledge transfer model for a reform towards competence-oriented professional education and training in the Cuban economic transformation.
- Training of competences in directives for the management of foreign investment business opportunities.
- Soil assessment and management for renewable energy plants in Cuba in view of the experience in Germany.
- Structural development of renewable energies and energy efficiency for Cuban rural areas. A German - Cuban cooperation.
- The processes of socio-technical adaptation based on the use of renewable energy sources and their impacts on local agricultural development.



Prof. Dr. rer. nat. Vladimir Stantchev

Berlin School of Technology

- Professor of Business Information Systems & Executive Director of the Institute of Information Systems
- Programme Director, Business Information Systems (B. Sc.), Computer Science with Focus on Cybersecurity (M.Sc.), Computer Science with Focus on Big Data and AI (M.Sc.)

Research/Artistic Foci

Prof. Dr. Stantchev works in the fields of cloud computing, serverless computing, blockchain, cybersecurity, governance, compliance, and information management.

Career

Prof. Dr. Stantchev studied computer science at Humboldt University zu Berlin and law at the University of Sofia. Following the completion of his PhD in computer science at Technische Universität Berlin, he was a postdoctoral research fellow at the University of California, Berkeley, USA. He has worked as head of a research group at Technische Universität Berlin and as Professor of Information Systems at FOM Hochschule Berlin. He completed various research stays as senior researcher with the University of California in Berkeley, University Carlos III Madrid, University of Granada and University of Sofia. In March 2012, he became Professor of Business Information Systems and Executive Director of the Institute of Information Systems at SRH Hochschule Berlin. Prof. Dr. Stantchev is a member of governing bodies of several technology companies, investor in more than 40 startups worldwide, and is involved in a variety of publishing and professional activities. He is a senior member of the IEEE and its Computer, Education and Communication societies, senior member of the ACM and member of the university professors board of the German Computer Society (GI e.V.).

Research/Artistic Activities

Prof. Dr. Stantchev led the SRH project, "Optimal Use of Smart Item Technologies in Stationary Care – OpSIT", funded by the Federal Ministry of Economic Affairs and Energy. In a SRH collaborative project managed by Prof. Dr. Ronald Glasberg, he was responsible for an IT-risk topic, "Crisis management in hospitals". He was the SRH lead researcher for a project within the ZIM programme of the Federal Ministry of Education and Research called "preventTAB – Dynamic, Mobile Motion Analysis: Development of a Sensor-based Solution that Allows an Un-interrupted Observation of Body Posture in Everyday Life". Prof. Dr. Stantchev was the SRH project lead for "CISOSS - CLOUD AND INTERNET SERVICES WITH OPEN SOURCE SOFTWARE FOR SMES" within the ERASMUS+ KA2 – Cooperation and Innovation for Good Practices - Strategic Partnerships Programme, for "ITG4TU (Information Technology Governance for Tunisian Universities)" and for "ITG4AU (Information Technology Governance for Albanian Universities)", both within the ERASMUS+ KA2 programme. He is also a professor and PhD supervisor at the Universidad de Granada, Spain, PhD supervisor at the Universidad Carlos III in Madrid, Spain, and affiliated senior researcher with the Networking Group at the International Computer Science Institute, Berkeley, California, USA.



Prof. Dr. Stephan Szuppa

Berlin School of Technology

- Professor of Technological Foresight & Innovation Strategies
- Program Director of MoE Smart Building Technologies

Research/Artistic Foci

Prof. Szuppa is interested in Technological Foresight and Trendscouting especially contained in context of the Digital Transformation and Sustainability. His long-term technological application area is focused to Smart Buildings.

- Trend radar, corresponding tooling inclusive the impact of AI on Trendscouting
- Competency Analyses and new education formats for Technology and Business Trends
- Innovation-, People and Competency Management
- Sustainable and Smart Building Technologies

Career

- 2018-actual Innovation Manager at Siemens Professional Education
- Trendscouting and new Education Initiatives for Technology and Business Trends
- funding projects and publications (e.G. EIT) and networks (e.g. VDMA)
- 2008-2020 Lecturer Innovation Management
at TH Wildau, Steinbeis Hochschule Berlin (SIBE) and SRH BSM Berlin
- 2011-2017 Head of Siemens Technical Academy, Berlin
- Dual study program: Ass. Eng. Digital Systems + BoE
- SMSCP (Siemens Mechatronic System Certification-) and Internat. Employee Development Program
- 2002-2011 Siemens Corporate Technology, Munich
- EIT Digital: Action Line Lead 'Smart Energy Systems'
- Teamleader: Innovation Capability & People Competence Management
- Senior Consultant at 'Innovation & Project Management'
- 2007 Promotion at BTU Cottbus
Market Research for Complex Systems at example of 'Intelligent Home'
- 1992-2001 Siemens Installation Technologies, Berlin, Erlangen
- Technical Promotor Bus Systems (EIB/KNX)
- Strategic Marketing at Headquarters
- 1992/1999 Dipl. Ing E Technik, TU Dresden; Dipl. Ing Wirtschaft, TFH Wildau

Research/Artistic Activities

Trend Scouting and Foresight in context of Sustainability requirements; Competencies for Sustainable Technologies and innovative Education formats



Prof. Dr. Gerrit Tamm

Berlin School of Technology

- Professor of Business Information Systems
- Professor of Business Information Systems

Research/Artistic Foci

Prof. Dr. Tamm's research interests focus on IT-strategy, internet of things (smart items), internet of service (cloud computing), and IT-governance.

Career

Prof. Dr. Tamm studied Industrial Engineering and Management at Technische Universität Berlin and the University of California, Berkeley. Prof. Dr. Tamm was a member of the German Research Foundation (DFG) graduate school 'Distributed Information Systems'. In 2003, he completed his dissertation entitled "Network-based Services: Supply, Demand and Matching" at Humboldt Universität zu Berlin. In 2004, after a postdoctoral stay at the University of St. Gallen in Switzerland, he held a professorship for Business Information Systems at the University of Applied Sciences Erfurt. He was Project Manager of the BMWi research centre 'prevenTAB', Managing Director of the BMWi research centre 'InterVal - Internet and Value Chain', Managing Director of the BMBF research center 'OpSIT – optimal usage of smart items in healthcare' and Managing Director of the BMBF research centre 'Ko-RFID collaboration and RFID'. He is managing director of Asperado GmbH and Electronic Business Forum. He is Guest Professor at Aarhus University (Denmark), EPU Pernik (Bulgaria), Sapienza University of Rome (Italy), Sofia University (Bulgaria), The American College of Greece (Greece), University Stellenbosch (South Africa) and the University of Applied Sciences HTW Chur (Switzerland).

Research/Artistic Activities

Business models for Internet of things (smart items and drones) and Internet of Services (cloud computing, AI, and machine learning big data calculations) for different branches such as healthcare, fintec, and education. Prof. Dr. Tamm is an Expert and Reviewer for European Union (Marie Curie Program), Expert and Monitor Reviewer for the German Ministry of Research and Education, and Expert and Monitor Reviewer for the German Ministry of Economics.



Prof. Dr. Frank Wolter

Berlin School of Technology

- Professor for Automotive und Mobility Management
- Program Director of Engineering and Sustainable Technology Management - Focus on Mobility and Automotive Industry

Research/Artistic Foci

Sustainable transport/mobility; e-mobility, BEV & H2; Mobility platforms/MAAS solutions; Sustainable tourism; Automated driving; Waterborne transport with battery electric passenger ships; Transport for handicapped people

Career

since 2021 - SRH University of Applied Sciences, Berlin School of Technology, Head of Engineering and Sustainable Technology Management - Mobility and Automotive Industry

2016 - 2021 bbw University, anchor professor for media and event management, assignment in broad studies for economics

since 2012 Danube University Krems, lecturer for the program "Manager for Sustainable Mobility in Transport"

1997 – 2002 Westfälische Wilhelms-Universität (WWU) Münster, Institute for Marketing, Teaching and Research Focus on Environmental Management

1997 - 2001 Westfälische Wilhelms-Universität (WWU) Münster, Institute for Marketing, doctorate in economics, topic: Coordination in international environmental management, illustrated using examples from the automotive industry (Prof. Dr. Dr. h.c. mult. Meffert)

1991 – 1997 Westfälische Wilhelms-University (WWU), studies of economics, main subjects: environmental management / environmental economics, diploma thesis: incentive taxes to reduce the entry of pollutants into the air, honors examination

Research/Artistic Activities

- Sustainable transport solutions
- Connected solutions – energy - mobility – data
- Mobility solutions for rural areas, less populated districts

Research Associates at the SRH Berlin School of Technology



Uduak Bassey

Berlin School of Technology

- Research Associate of Sustainable Waste Management
- Member of Institute of Applied Resource Strategies (IARS)

Research/Artistic Foci

Uduak Bassey's work is in the sustainable management of waste. His focus topics are: Plastics recycling; thermochemical treatment of plastics waste; waste-to-energy system design; sustainable-assessment of waste management systems; life-cycle assessment; integrated waste management and technologies; and thermochemical conversion of single-use and multilayered waste plastics.

Research/Artistic Activities

Laboratory set-up for feedstock and product analysis of thermochemical processes



Saiful Islam

Berlin School of Technology

- Research Associate in the field of Renewable Energy, Internet of Things, and Mechatronics Systems

Career & Research Activities:

Saiful Islam completed his master's degree in Renewable energy. His research focus is on the field of Renewable Energy Photovoltaic and Microgrid. Alongside, he is a certified trainer from Siemens Mechatronics system and completed the Siemens Mechatronics Certification program for Level 1 and Level 2. Currently, he is doing his research and project development in the Internet of Things, Smart Home Automation, Using open-source hardware and tools for the different case studies of renewables. His research topics are based on the current requirements of our SRH students to get into the modern industry such as Big Data and Business Intelligence, Building Technologies incl. Decentralized Energy Management Systems (DEMS), Industrial Automation (PLC), Sensor & Cloud Technologies.



Himanshu Dilip Khadse

Berlin School of Technology

- Research Associate in the Field of Electrochemical Recycling Technologies and Waste Management
- Member of the Institute of Applied Resource Strategies

Research/Artistic Foci

Himanshu Dilip Khadse is a Mechanical Engineer who has completed his master's degree in renewable energy and waste management. He works in the field of recycling technologies and circular economy. The goal of his research is to design new recycling technologies employing green chemistry and circular economy approaches.

Research/Artistic Activities

Currently, Himanshu Dilip Khadse is working on developing a sustainable recycling process for technology metals from electronic scrap, focusing indium and gallium metals under the framework of SRH Lighthouse project. The project aims to develop an innovative, cost-effective, and profitable recycling technology for WEEE recycling and technology metals recovery (focus: indium and gallium) from an industrial perspective. The project will also investigate and highlight the potential of the electrochemical process in the field of recycling. The aim is to achieve maximum sustainability in recycling by applying green chemistry concepts. This means the use of environmentally friendly chemicals and low energy consumption. Conventional recycling processes are energy-intensive and highly polluting.



Thomas Pfeiffer, Dipl.-Ing.

Berlin School of Technology

- Research Associate of the Engineering Program

Research/Artistic Foci

Technology transfer to the Global South focusing on renewable energies such as hydropower

Research/Artistic Activities

Thomas Pfeiffer's dissertation is about the urgency of climate change mitigation with the working title, "Methodology Optimization of Introducing and Replicating Innovative Technologies in the Global South". His research examines the conditions under which introduced technologies replicate the most in low- and middle-income countries with fewer

infrastructures. The effectiveness and sustainability of technology replication by academic, economic and developmental means depends on variables such as investment and operating costs, demonstration of usefulness and level of technological sophistication, and user's level of education. The aim of the research is to find an optimal way of introducing RE technologies by studying and evaluating cases under the influence of such variables.



Klaus Schwarz

Berlin School of Technology

- Research Associate of Mechatronics

Research/Artistic Foci

Klaus Schwarz received his M.Sc. in Computer Science from Technische Hochschule Brandenburg (Germany) in 2020. He is a PhD-Student and his research interests include Open Source Intelligence, IoT and Smart Home security, Embedded Systems, Artificial Intelligence, and Cloud Security.

Research/Artistic Activities

Klaus Schwarz is currently working in the following three different research areas: Open Source Intelligence for Disaster and Crisis Management as well as Automotive Mechatronics Engineering and IT and IoT Security. For this purpose, he regularly attends and participates with submissions at various conferences such as SPIE or the IS&T conference. The topics he covers range from sensor fusion for different purposes in the automotive field to IoT security and open source intelligence.

Further academic staff at the Berlin School of Technology:

Professors:

- Prof. Dr. Reiner Creutzburg

Research Associates:

- Moses Yartey Mensah
- Adriana Bernal-Osorio
- Arantza Paulina Aguilar Ramirez
- Khadija Sarquah

4.3 Professors and Research Associates at the Dresden School of Management

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Prof. Dr. Hannes Antonschmidt

Dresden School of Management

- Professor of International Hotel Management
- Program Director of B. A. International Tourism and Event Management (dual)
- Director of the Institute of Global Hospitality Research

Research/Artistic Foci

Prof. Dr. Hannes Antonschmidt is Professor of International Hotel Management and Head of the Institute of Global Hospitality Research (IGHOR) at Dresden School of Management. He holds a bachelor's degree in Business Economics (minor Politics and Administration) from the University of Potsdam and a master's degree in Management Accounting from the University of Abertay Dundee (Scotland). Prof. Dr. Antonschmidt earned his PhD in Business and Socioeconomic Sciences with distinction at Modul University Vienna (Austria).

His research interests are sustainability, innovation, and advanced quantitative methods. Prof. Dr. Antonschmidt has published his work in high-ranking international academic journals and serves as a reviewer, i.a. for *Tourism Management*, *Journal of Hospitality and Tourism Research* and *Journal of Outdoor Recreation and Tourism*.

Career

Before his academic career, Prof. Dr. Antonschmidt was a consultant at the German Economic Institute for Tourism (dwif-Consulting GmbH) in Berlin in the areas of project development, economic analysis, and business and sustainability consulting. Clients and project partners included local and regional tourism authorities, hotel, gastronomy and leisure businesses, state and federal ministries, industry bodies, and research and higher education institutes. In 2015, Prof. Dr. Antonschmidt received a PhD scholarship from Modul University Vienna where he worked as a researcher and lecturer before joining Dresden School of Management in October 2019.

Research/Artistic Activities

Prof. Dr. Antonschmidt is an active member of AIEST (Association of Scientific Experts in Tourism, Switzerland) whose annual conference he regularly attends. His current research investigates the role of labelling for sustainability efforts in the hotel industry.



Prof. Dr. Hartwig Bohne

Dresden School of Management

- Professor of International Hotel Management
- Head of B. A. International Hotel Management (EN) & B. A. Internationales Hotelmanagement Dual (DE)
- Program Director of M. A. Hospitality Management and Leadership & M. A. International Business and Leadership
- Managing Director of the Institute of Global Hospitality Research (IGHOR)

Research/Artistic Foci

Prof. Dr. Hartwig Bohne focuses his cooperation-oriented research on three pillars:

- a) Human relations management in the hospitality industry, especially employer branding, retention management, leadership culture and people development
- b) Analyzing hotel trends and international networks, digital services/robots and challenges for the hotel industry
- c) European tea culture and heritage. For this purpose, he founded the European Tea Culture Research Circle and is developing this field of research and education in close cooperation with European partners.

Career

Prof. Dr. Hartwig Bohne a passionate hotel expert. He started his career with an apprenticeship as hotel specialist at the Kempinski Hotel Taschenbergpalais Dresden, worked as a receptionist at the Kempinski Hotel President Wilson Geneva and completed successfully his studies in Business Administration at the University Trier and the EM Business School Strasbourg (Grand École, former IECS), with majors in Tourism und International Management. Afterwards he was economic adviser at the German Hotel Association in Berlin, established and lead the department of apprenticeship management & university relations at the head office of Kempinski Hoteliers in Munich and started his own consulting company Strategie Bohne in 2011. From 2013 to 2017 he was additionally hired as personal adviser for a member of the German Bundestag in Berlin and finalized his avocational PhD about collaborative educational frameworks between hotel chains and universities at the University Trier (supervisor: Prof. Dr. Andreas Kagermeier). Since 2008, he has taken several lectureships in tourism, hospitality and human resource management in Austria, Finland and Germany. Since April 2018, he has been Professor of International Hotel Management at SRH Berlin University of Applied Sciences - Dresden School of Management, being responsible for several study programs and serving as Managing Director of the Institute of Global Hospitality Research.

Research/Artistic Activities

Two major fields of activity are dominating the research activities of Prof. Dr. Hartwig Bohne:

- a) Analyzing HR structures and leadership philosophies, e.g. regarding employer branding, retention management and motivation, in the international hotel industry + corresponding publications
- b) Founding and heading the European Tea Culture Research Circle with members from different European countries, developing the research agenda and timeline + additional publications focused on tea culture, tea ceremonies and cross-border tea routes



Prof. Dr.-Ing. Vanessa Borkmann

Dresden School of Management

- Professor of Tourism with a focus on Hotel Management
- Researcher at Fraunhofer Institute for Industrial Engineering (IAO)

Research/Artistic Foci

Prof. Dr.-Ing. Vanessa Borkmann focuses her research on technological, digital, societal and ecological trends and innovations in hospitality & tourism, on the scientific development of future scenarios, concepts and solutions for hotels, museums and real estate and the design of smart work and living environments, on smart services innovation and process optimization, on the identification of specific needs and requirements of customers or employees as well as research on influencing factors (behavioral and environmental) to enhance wellbeing, creativity and psychological stress and strain. More information: www.futurehotel.de | www.future-museum.com

Research/Artistic Activities

Prof. Dr.-Ing. Vanessa Borkmann studied architecture and urban planning at the University of Stuttgart as well as at the Swiss Federal Institute of Technology (ETH) in Zurich. Today, she is a member of the Chamber of Architects in Baden-Württemberg. Vanessa Borkmann is a researcher at the Fraunhofer Institute for Industrial Engineering (IAO) in Stuttgart, where she is head of research in the field of hotel and tourism. From 2007-2015, she was head of the business segment Hotel Real Estate & Event Properties at the Fraunhofer inHaus Innovation Center in Duisburg. In 2008, she initiated the joint research project "FutureHotel" with its Innovation Lab "Showcase FutureHotel". In 2011, she therefore received an Innovation Award for Technology Management. She initiated the joint research project "Alpen FutureHotel Y", with a focus on the future of alpine tourism and hotel business in 2030. In many hotel development projects she is responsible for the conception and realization of innovative solutions, e.g. for the digitalized, mobile customer journey at the Hotel Schani in Vienna. In 2017 she received the "Hospitality Innovation Award" in recognition of significant achievements that have had a lasting impact on the international hotel industry. Vanessa Borkmann was user representative for the Fraunhofer institute's own iconic building, the "Center for Virtual Engineering (ZVE)" in Stuttgart. Moreover, as innovation manager, she was responsible for the building design process (e.g. Virtual Architecture Engineering), the planning of the multi space office environment and the conception of the laboratory "Urban Living Lab". From 2014-2018, she worked on her doctoral thesis at the Department of Mechanical Engineering at the University of Stuttgart on the topic "Development of a model for the psychological stress and strain of business travellers during hotel stays". In 2019, she was appointed Professor of Tourism with a focus on Hotel Management at the SRH Berlin University of Applied Sciences. At the same time, together with Sofia Widmann from Museum

Booster, she started the international joint research project "Future Museum" with 23 project partners from 6 countries, where she is designated head of research. She chairs the expert group for tourism of Germany's digital association Bitkom, is an active member of the German Society for Tourism Research (DGT) and of the Center of Innovation & Sustainability in Tourism (CIST e.V. alliance).



Prof. Dr. Susanne Gellweiler

Dresden School of Management

- Professor of International Event Management

Research/Artistic Foci

Event Management related research areas, e.g., event experience, event volunteering, digitalization and events

Career

- 1997 – 2005 Employment in cruise industry/gastronomy
- 2005 – 2011 Bachelor of Arts (B.A. Honours) in International Tourism and Hospitality Management
Master of Science (M. Sc.) in Events Management
Postgraduate Certificate in Learning and Teaching in Higher Education (PCTHE)
Doctor of Philosophy - focus on Event Management
- 2009- 2018 Senior Lecturer in Event Management/ Programme Leader MSc Event Management, Liverpool John Moores University, GB
- 2018 – 2020 Lecturer in Event Management, Kufstein University of Applied
- 10/2020 – Professor in International Event Management

Research/Artistic Activities

February 2021: Chapter "Green washing" for the SAGE Encyclopedia of Tourism Management and Marketing



Prof. Dr. Ute Kahle

Dresden School of
Management

- Professor of Social Work
- Head of Study Program B. A. Social Work

Research/Artistic Foci

In addition to the institutional view of managing the change processes of social work organizations and institutions, Ute Kahle's research interests include the fields and didactic aspects of inclusion and participation with a focus on inclusive didactics and teaching/learning processes as well as the educational participation and involvement of people with impairments, disadvantaged people and people with disabilities. Furthermore, she deals with the challenges that digitalization brings in the context of social work:

- Development of social work organizations and institutions in the context of the socio-political dimension and social space
- Understanding of management, leading and directing social organizations
- Professionalization
- Personal social services and their quality and management
- Inclusive didactics and methodology
- Participation and new quality of co-determination for people with disabilities
- Intersectionality and diversity
- Project HABEN TEILEN: A digital tool for more movement competence, self-efficacy and participation, duration 2022 – 2024

Career

- Leading position in a vocational training facility for disabled people
- Lecturer at different universities
- Teaching assignment at Humboldt University Berlin
- CEO in an educational institution



**Prof. Dr. Farzaneh
Soleimani Zoghi**

Dresden School of Management

- Professor of Business Administration with a focus on Leadership
- Program Director of M. A. International Business and Leadership (campus Hamburg)
- Member of the Contractual Management Institute

Research/Artistic Foci

Prof. Dr. Soleimani Zoghi is a professor of business administration with a focus on leadership at the SRH Berlin University of Applied Sciences. She is an experienced lecturer and researcher and has several years of industry-specific professional experience. Her research interests are risk and resilience management practices in the hospitality sector. She is particularly interested in consumer complaint behavior and cross-cultural studies.

Career

Prof. Dr. Soleimani Zoghi holds a PhD in Production Management and Marketing from Marmara University (2015) and a master's degree in International Marketing Management from the Free University of Tehran (2008). She has participated in various international research projects and taught at different private and public universities in Germany and other countries. Since January 2022, she has been the head of "M. A. International Business and Leadership" degree program at the SRH campus Hamburg.

Research/Artistic Activities

Prof. Dr. Soleimani Zoghi is an active member of CMI (Contractual Management Institute). Her current research investigates the complaint behavior of digital natives regarding to their product/service purchase behavior in the hospitality and tourism industry.



Prof. Dr. Matthias Straub

Dresden School of Management

- Professor of General Business Administration with a focus on Hospitality/Tourism
- Program Director of International Hotel Management (B.A.), International Tourism and Event Management (B.A.), International Marketing Management (B.A.)
- Member of Institute of Service Management (ISM)

Research/Artistic Foci

Prof. Dr. Straub's research mainly focuses on the management of service industries with a special focus on the tourism and hospitality industries. Other research interests are related to small and medium-sized companies.

Career

Prof. Dr. Straub joined SRH Hochschule Berlin at Campus Dresden in 2014, where he is Professor of General Business Administration. He graduated with a degree in economics from the University Hohenheim. After earning his PhD at in Stuttgart, Prof. Dr. Straub worked in several companies in tax advisory, gained practical experience in an international hotel chain, as well as in small- and medium-sized hotels in Germany and worked for the Stuttgart Airport. In Dresden he is co-founder of a consultant company for the tourism industry and Executive Director of the SRH Institute for Service Management. Since 2019, he is Academic Director of the SRH Dresden School of Management.

Research/Artistic Activities

One of Prof. Dr. Straub's current investigations is about employer branding for the hospitality industry and the marketing of destinations in rural area. Prof. Dr. Straub is an active member of DGT (Deutsche Gesellschaft für Tourismuswissenschaft e.V.) whose annual conference he regularly attends and Deutscher Hochschulverband.

Further academic staff at the Dresden School of Management:

Professors:

- Prof. Dr. Andreas David
- Prof. Dr. Jana Stolz-Römermann

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Prof. Bene Aperdannier

Berlin School of Popular Arts

- Professor of Piano and Ensemble

Research/Artistic Foci

Lily Dahab; Lily Dahab + Orchestra; Jocelyn B. Smith; Bene Aperdannier Trio; Bene Aperdannier Solo

Career

- From 1989-95 study of Piano and Jazz at the "Hochschule der Künste Berlin".
- Since 1990 member of "jazzIndeed" with which he won the "Studio Award of the Senat of Berlin", following several tours for the "Goethe-Institut" through Russia, Syria, Lebanon, Kasachstan, Kirgistan and the USA.
- 2003 und 2004 Musical Director for „Star Search“ (SAT. 1)
- since 2008 Coach for KIKA/ZDF production „Dein Song“
- 2010 Keyboarder in the live Band for „Let´s dance“ (RTL)
- since 2013 Professor at SRH Berlin University of Applied Science / Berlin SOPA
- since 2011 Keyboarder for „The Voice Of Germany“ and „The Voice Kids“ (PRO 7/SAT.1)
- Worked with: Ed Sheeran, Howard Shore, James Arthur, Lily Dahab, Max Raabe, Beth Ditto, Jason Derulo, Mark Forster, Joy Denalane, Till Brönner, Boss Hoss, Sarah Connor, Max Herre, Freundeskreis, Die Fantastischen Vier, Katie Melua, James Morrison, Ellie Goulding, James Blunt, Jazzkantine, Jazzanova, Carol Schuler, Katrin Sass, Matthias Ruegg, Quique Sinesi, Michael Schiefel, Jeff Cascaro, Jacky Terrasson, Pat Appelton (DE PHAZZ), Jocelyn B. Smith, Lisa Bassenge, Gayle Tufts, Maren Kroymann, Lizzy Loeb, Micatone, Maite Kelly, Jessica Gall
- recorded with: Lily Dahab (Peregrina Music, Herzog Records), Sandhy SonDoro (Sony Music), jazzIndeed (Traumton, ACT, NRW), Jazzanova (Sonar Kollektiv), Dave Binney/Eric St. Laurent (BIT), Georg Levin (Sonar Kollektiv), Offshore Funk (Kanzleramt), Sun Electric (R&S Records), Stephan-Max Wirth "Dada Republic" (BOS Rec.), Gayle Tufts (D>A<V), Celina (Four Music), Jessica Gall (Sony Music, Herzog Records), Ensemble Du Verre (batterie-records), Sphere (Blue Flame), Jazzkantine (Polydor/Universal)
- Film music for Howard Shore („Pieces of a Woman“), Detlev Buck („Liebe deine Nächste“), Margarethe von Trotta („Die abhandene Welt“)

Research/Artistic Activities

De-Phazz, contribution for the album „Jelly Banquet“; Jazzkantine, xmas soul concert, Braunschweig: composition for the 1st Virchow Prize / Virchow Foundation For Global Health; performances with Calum Scott and Tones and I, The Voice of Germany



Prof. Dr. Michael Beuthner

Berlin School of Popular Arts

- Professor of Journalism and PR
- Head of Study Program Journalism and PR

Research/Artistic Foci

Prof. Dr. Michael Beuthner focuses his research on professional and quality standards of modern journalism, science-, risk- and crisis-journalism, new forms of communication as well as media philosophy and qualitative empirical methodology.

Career

Prof. Dr. Beuthner studied journalism and communication science, German studies and psychology at Westfälische Wilhelms-Universität Münster. At Leuphana University in Lüneburg he started as a scientific assistant at the Institute for Applied Media Sciences (IfAM), then he was scientific assistant at the institute of journalism and communication sciences (IJK) at University of Hamburg. 2005 he came to Hamburg Media School as a media-consultant and coordinator of the MA „Journalism.“ 2013 – 2020, he was head of study program BA Journalism and PR at DEKRA University of Applied Sciences in Berlin. In October 2020, he joined the Berlin School of Popular Arts (SOPA) team at SRH.

Research/Artistic Activities

Currently Prof. Dr. Beuthner is researching aspects of multimodality in risk- and crisis-communication in the Covid-19 pandemic. Multimodality assumes that modern representation and communication is based on a multiplicity of modes, all of which contribute to meaning. It focuses on analyzing and describing the interdisciplinary repertoire of resources that can be used, (visual, spoken, gestural, written, three-dimensional, and others, depending on the domain of representation) in different contexts, and on developing means that show how these are organized to make meaning.

He is the editor of the book series „Media Communication reloaded“, readbox-unipress Coordinator of several media-projects and -cooperations. In the last years he was curator of photo-exhibitions and editor-in-chief of several student magazines. From 2015 – 2019: Founder and organizer of the interdisciplinary conference „Marketing, Media and More – MMMBerlin in Cooperation with Marketing Club Berlin. Furthermore, he is an author of poetry and Children’s books.



Prof. Dr. Brigitte Biehl

Berlin School of Popular Arts

- Professor of Media and Communication Management
- Program Director of B.A. Creative Industries Management; M.A. International Management "Creative Leadership"
- Director of the Institute for Professional Development

Research/Artistic Foci

Brigitte Biehl (Biehl-Missal)'s research brings art, gender, management, and leadership together. This includes the use of artistic methods for leadership development and learning with film. She is widely published on aesthetics and management, marketing.

Career

Prof. Dr. Brigitte Biehl (Biehl-Missal)'s background is in theatre, film and media studies and business studies. She graduated from Goethe University, Frankfurt, and studied at Université Paris X Nanterre, and the University of Wales, Aberystwyth, UK. She also holds a certificate for teaching in higher education (PGCTHE). She worked at British Universities (University of Essex, Aberystwyth University) and at German business schools (BSP) and is invited for seminars and key-notes around the globe (Zhejiang University, Hangzhou, China; Sangmyung University, Seoul, South-Korea; KulturInvestKongress, Berlin). She was a guest professor at PSL Université Paris Dauphine, DRM Dauphine Recherches en Management, France; and a guest professor for Gender and Queer Studies at the Faculty of Business Administration and Economics at FernUniversität in Hagen. She continues working there part-time as a project-lead for "Gender and digital leadership" with the institute Arbeit-Bildung-Digitalisierung.

For her academic career, she benefits from her former work experience in Public Relations and Journalism.

Biehl is a Brain City Berlin Ambassador and features in the 2022 Berlin academic campaign <https://youtu.be/MpJtc60aJLY>

She is an editor of the "Organizational Aesthetics" journal, and a member in different professional bodies (EGOS, VIDA, InVisio, AACORN).

Research/Artistic Activities

Prof. Dr. Biehl (Biehl-Missal) is the scientific director of the IWK Institut für Weiterbildung in der Kreativwirtschaft (Institute for Professional Development) and researches the interplay of arts and management and innovative approaches to doing business. Her research output is presented in this report.



Prof. Henning Birkenhake

Berlin School of Popular Arts

- Professor of Music Production

Research/Artistic Foci

Music Production

Career

- 2001 – 2006: Tonmeister studies at HFM Detmold
- 2006 – now: sound engineer for mixing and mastering (e.g. Eastside Mastering Studios Berlin)
- 2008 – 2013: bg audiodesign – own company for music production for broadcast formats in Berlin
- 2013 – now: Professor for music production HDPK / SOPA

Research/Artistic Activities

- 50-100 publications per year (CDs, Albums, Singles) of miscellaneous artists (mastering, mixing & music production)
- Every second year: VDT congress (Verband Deutscher Tonmeister) – mastering & technical ear training



Prof. Dr. Dr. Dr. Marcel Bisges, LL.M.

Berlin School of Popular Arts

- Professor of Copyright and Media Law
- Lawyer for copyright and media law
- Chairman of the Regulatory Resources Committee

Research/Artistic Foci

Copyright and Media Law

Career

Doctor of Philosophy (Dr. phil.), Technical University, Berlin, 2022

Doctor of Economics (Dr. rer. pol.), Leuphana University, Lüneburg, 2014

Professor of copyright and media law, Berlin, 2013

Call to the Berlin School of Popular Arts, Berlin, 2012

Lecturer in copyright and media law, Berlin, 2012

Admission to the bar, Berlin, 2010

Assessor of Law (Ass. jur.), Berlin, 2010

Second State Examination, Berlin, 2010

Doctor of Laws (Dr. iur.), Bucerius Law School, Hamburg, 2009

Master of Laws (LLM. Information Law), Heinrich-Heine-University, Düsseldorf, 2007

Master of Laws (Dipl.-Jur.), Humboldt University, Berlin, 2006

First State Examination, Berlin, 2006

Law studies in Düsseldorf, Hagen, Berlin and Hamburg

Studies of business administration in Berlin

Entrepreneurial activity in the Internet industry



Prof. Tilman Ehrhorn

Berlin School of Popular Arts

- Professor of Music Design and Music Theory
- Program Director of Audio Design

Research/Artistic Foci

Application-oriented music and harmony theory within the framework of chord scale theory; Rhythmics, rhythmic ear training; Sound associated melodic and harmonic ear training in interaction with harmony theory; Use of modern sequencer programs with regard to music theory and ear training; Practice-oriented use of music software with regard to audio content in a media context, emulation of instrument sounds; Generation of sounds by sound synthesis and by abstraction of existing audio material; Developing devices and tools for sound design and research in Max/MSP

Research/Artistic Activities

Composer, music producer and saxophonist/reed player in TV and radio play productions and readings for Deutsche Grammophon, BMG/Random House Audio, Hörverlag, Norddeutscher Rundfunk (NDR), Rundfunk Berlin-Brandenburg (rbb), Südwestrundfunk (SWR), Saarland Radio (SR), Deutschlandradio Kultur and arte

Producer of electronic music, remix tasks, work as sound designer for music software products of Native Instruments, performances at electronic music festivals in Germany, Italy and Poland

Live and studio work as a jazz musician with ensembles and musicians such as Martial Solal, Albert Mangelsdorff, Barbara Dennerlein, Wayne Shorter, Brian Blade, John Pattitucci, Danilo Perez, Al Jarreau, Abdullah Ibrahim, Barry Finnerty, Bob Mintzer, Wolfgang Haffner, Maria Schneider, Django Bates, Roger Cicero, Hamburg Symphony and Berlin Symphony. Concerts at jazz festivals in Germany, Italy, Belgium, The Netherlands and Switzerland

Programming/developing of various instruments and effects in the graphical programming environment 'Max for Live', which can be integrated as native plugins into the DAW 'Ableton Live'. The tools are used as part of the lessons in the audio design course to illustrate sound synthesis processes and for creative audio editing and are available to students as a downloadable library.

Websites: www.tilmanehrhorn.com, <https://www.youtube.com/user/TilmanEhrhorn/videos>, https://gumroad.com/tilman_ehrhorn, <https://www.instagram.com/tilmanehrhorn/>, <https://tilmanehrhorn.bandcamp.com>



· Professor of Writing Studies

Prof. Dr. Katrin Girgensohn

Berlin School of Popular Arts

Research/Artistic Foci

Writing, Higher Education Research

Career

Education:

- 2017 Habilitation (Higher Education Studies, Humboldt-Universität zu Berlin)
- 2007 PhD (Cultural Studies, European University Viadrina, Frankfurt /Oder), with stipend by Hans-Böckler-Foundation
- 2000 Magister (German Literature, Spanish, German as Foreign Language, Humboldt-Universität zu Berlin)

Professional Experience:

- since 2019 Professor @SOPA
- 2012-2019 Director of Center for Key Competences and Research-Oriented Learning at European University Viadrina, Frankfurt (Oder)
- 2011-2012 Visiting Scholar at University of Wisconsin, Madison, USA, Stipend by Gsearch Foundation (DFG)
- 2007 - 2010 Founding Director Writing Center at European University Viadrina, Frankfurt (Oder)
- 2000-2007 Freelancer in Creative Writing, Training and Consulting Writing, Literature Performance, Open Stages etc.

Research/Artistic Activities

Writing Research, Research in Higher Education Studies, Collaborative Learning, Literature



- Professor of User Experience and Interaction Design

Prof. Pepe Jürgens

Berlin School of Popular Arts

Research/Artistic Foci

How do you create digital products and services that customers want? Prof. Jürgens investigates how to make new technologies usable for people and how to use user-centered methods to ideate, design and develop products.

Career

Prof. Pepe Jürgens studied visual communication and digital media at the Karlsruhe University of Arts and Design / Centre for Art and Media Karlsruhe (ZKM). He acquired many years of experience in the conception, design and production of digital projects for companies and institutions such as Orange, Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ), Federal Foreign Office, Goethe Institut. He has worked as an artist, designer, programmer and consultant since 2001, participated in numerous international exhibitions and competitions in the field of art and design. As head of technology and UX, he helped build the Material-Archiv Zurich network. As co-founder of lernox, metaplatform for learning materials, he gained extensive experience in startup and entrepreneurship. He became professor at the SRH Berlin University of Applied Sciences in 2012.

Research/Artistic Activities

Prof. Pepe Jürgens investigates the strategic and technological development of digital products and services, especially in terms of user experience strategy, UX design and UX engineering. The aim is to develop specific digital products and services that fulfil the wishes and problems of the users, taking into account the entrepreneurial goals and technological possibilities. Specific topics are:

- User experience as an innovation factor for the development of new technology-driven services according to the criteria of human-centered design.
- Strategic product development according to the phases of research, discovery, modelling and validation
- User experience for products and services: usability, information architecture, user interface design, engineering
- Agile processes in product development



Prof. Rolf Peter Kahl

Berlin School of Popular Arts

- Professor of Acting and Staging
- Program Director of Acting and Staging

Research/Artistic Foci

- Bauhaus and Film
- Performance and Film
- Period of the Images

Career

RP Kahl (b. 1970) studied drama at East Berlin's Ernst Busch Academy of Dramatic Arts and began acting professionally in 1990. He produced "Silvester Countdown" directed by Oskar Roehler (German Cinema New Talent Award 1997). Kahl shot his directing debut "Angel Express" in co-production with Luggi Waldleitner's Roxy Film and developed then the project 99EURO-FILMS with Torsten Neumann. His feature "Bedways" had its world premiere at the Berlinale in 2010. "A Thought of Ecstasy", Kahls last feature film, premiered in competition of the A-film-festival Tallinn Black Nights. Kahl has shot music videos, directed for the stage, performances and video art. He lectures at various unversities and academies.

Research/Artistic Activities

In Production: Hybrid Film (Feature Film Cinema) "Frauentag in New York"



Prof. Robert Keßler

Berlin School of Popular Arts

- Professor of Guitar, Instrumental Playing, Ensemble and Performance Practice
- Program Director of B.A Music Production & B.Mus. Popular Music
- Member of the Institute for Professional Development

Research/Artistic Foci

Jazz, Rock, Blues, Flamenco, World Music, Composition, Improvisation, Ensembleplaying

Career

Robert Keßler is a guitarist and composer whose music combines contemporary jazz with world music, blues and pop. Born 1984 in Jena, grew up in Berlin. Started playing classical guitar at the age of 11. Studied jazz guitar after graduating from the Hanns Eisler Academy of Music and the Jazz Institute Berlin His teachers included Manfred Dierkes, Kurt Rosenwinkel, Frank Möbus, Hubert Nuss, Claudia Hein, Sigi Busch, Jiggs Whigham, Gerd Miegel, Jeanfrancois Prins and John Hollenbeck. Workshops with Mark Whitfield, Aaron Goldberg, Marc Dresser, Chris Potter and Hank Jones, among others. Intensive private studies with classical guitar literature, flamenco, Brazilian and acoustic guitar music. Continuous work as a composer and bandleader with, among others, the Robert Keßler Group, the Robert Keßler Trio, Oscars Delight, Voz y la Guitarra, Spell and Strings and the Klezmeyers with CD - productions, concerts and tours worldwide. 2008 Release of debut album "Jasmin", nomination for album of the year by Archtop Germany. Since 2011 part of the band Klezmeyers, release of the records "Emilias Lächeln" and "Moravica" and extensive European tour. 2021 release of the modern jazz trio production "Bloodline" with bassist Andreas Henze and drummer Tobias Backhaus. 2022 release of the modern jazz trio production "Little People" with bassist Andreas Henze and drummer Tobias Backhaus. As a live and studio guitarist he has played with artists such as Jocelyn B. Smith, New York Voices, Matti Klein, Elen Wendt, Christian Meyer's Nachtcafé, Marc Secara, Jiggs Whigham, Berlin Jazz Orchestra, Peter Weniger, Udo Lindenberg, Felix Jaehn & Herbert Grönemeyer, Zara Larson, Hit Impulse, Vocal Invitation, Lili Dahab, Dietrich Koch Big Band, Berlin Big Band, Cafe du Jazz, Son Madol, Mantigo ... Principal Guitarist at Theater des Westens and Theater am Potsdamer Platz Berlin and involved in productions such as Hinterm Horizont, Mamma Mia, Chicago, Ich war noch niemals in New York and Tanz der Vampire and has done various film, television and commercial productions. Since 2017 professor for guitar and ensemble at the Berlin School of Popular Arts formerly Hochschule der populären Künste Berlin - course director music production and popular music. Previously lecturer for guitar at the Hanns Eisler Academy of Music Berlin, at the Jazz Institute Berlin and various jazz and guitar workshops.

Research/Artistic Activities

Discography:

As Leader / Co Leader:

„Robert Keßler – Little People“ – GLM Records 2022

„Robert Keßler – Bloodline“ – GLM Records 2021

„Klezmeyers – Moravica“ – GLM Records 2017

„Klezmeyers – Emilias Lächeln“ GLM Records 2015

Robert Keßlers Goya – Jasmin“ YVP Records 2008

As a sideman:

"Felix Jaehn & Alex Aiono - Hot2Touch" - Island Records 2017

"Felix Jaehn & Herbert Grönemeyer - Everybody for Everybody" - Island Records 2016

"Peter Schindler & Band - All Songs Are Already Here" - Helbling Publishing 2016

"Elen Wendt - Elen" - 2015

"Mario Lauer - The smell of earth" - Soundtrack 2014

"Son Madol - Sly Ranja Loca" Octason Records 2009

Video Release:

Robert Keßler Trio - [Hamburg Stream](#)

Robert Keßler Trio – [Mann Mann](#)

Robert Keßler Trio – [Bloodline](#) - 2021

Robert Keßler Trio – Jesaja 41,10 – 2021 - <https://youtu.be/9VzklZzZPq0>

Robert Keßler Trio – EPK „Bloodline“ – 2021 - <https://youtu.be/C0Tqy-0raSw>

Robert Keßler Trio – Jasmin – 2017 - <https://youtu.be/Ss3-P2rhCew>

Robert Keßler Trio – Little People – 2017 - <https://youtu.be/lUbGmEuE8i0>

Robert Keßler Trio – I don´t need no doctor – 2017 - https://youtu.be/qVgkfF7_wuY

Robert Keßler Trio – Theo – 2017 - <https://youtu.be/8uhSS4AFXas>

Robert Keßler Trio – Mann Mann – 2017 - <https://youtu.be/KrbSli3VwuE>

Bernd Spanier Quartett – Bernd Spanier Qaurtett -2020 - https://youtu.be/9_-RP-7KXJ0



Prof. Dr. Marcus S. Kleiner

Berlin School of Popular Arts

- Professor for Communication and Media Sciences
- Program Director of M.A. Medien und Kommunikation
- Vice President Creativity & Interaction

Research/Artistic Foci

- Digital Cultures / Digital Transformation
- Popular Cultures / Pop Cultures / Popular Media Cultures
- Media/Cultural Theory - Media/Cultural History - Media Culture - Media/Cultural Criticism - Media/Cultural Sociology - Media/Cultural Education - Film - Television - Auditory Media Cultures - History, Theory and Analysis, respectively.

Career

- Seit 10/2019: Vice President Creativity and Interaction SRH Berlin University of Applied Sciences Berlin
- Seit 04/2016: Professor for Communication and Media Sciences - SRH Berlin University of Applied Sciences (ehemals: SRH Hochschule der populären Künste) Berlin
- 10/2015 bis 03/2016: Visiting Professor for Communication and Media Sciences - Alpen-Adria-Universität Klagenfurt, Klagenfurt
- 10/2014 bis 03/2015: Visiting Professor for Communication and Media Sciences - Alpen-Adria-Universität Klagenfurt, Klagenfurt
- 10/2013 bis 09/2015: Professor for Media Management Teaching Field: Live-Kommunikation Hochschule Macromedia Campus Stuttgart
- 10/2012 bis 03/2013: Academic Senior Councillor for Film Studies and Image Analysis Universität Siegen Philosophische Fakultät/Seminar für Medienwissenschaft

More Information:

- www.medienkulturanalyse.de
- https://www.xing.com/profile/MarcusS_Kleiner/cv

Research/Artistic Activities

- since 2013: Serious Publisher: Serienkulturen (Springer/VS), Popkulturen (transcript)
- since 2017: Zeitschrift „SPIEL. Eine Zeitschrift zur Medienkultur“ Funktion: Beirat / Member of the Advisory Board
- since 2017: Zeitschrift „Coils of the Serpent: Journal for the study of Contemporary Power“ Funktion: Member of the Advisory Board



Prof. Marco Kuhn

Berlin School of Popular Arts

- Professor of Sound Synthesis and Music Informatics
- Program Director of Computing and the Arts M.A

Research/Artistic Foci

HCI – Human-Computer Interaction; Music Informatics; DMI – Designing Musical Instruments; Interactive Systems; Installations, Interfaces, Performances

Career

2020 - 2022 Program director Computing and the Arts M.A.

2019 - 2020 Curriculum design and program design for Computing and the Arts M.A.

2016 – 2021 Head of study program Audiodesign B.A.

2015 Professor for Sound Synthesis and Music Informatics, SRH Hochschule of the popular Arts

2012 - 2014 Research assistant in the INKA research group, HTW Berlin

2011 - 2012 Software developer and product manager for the product "Max for Live", Ableton AG

2009 - now Software developer, freelance

2004 - 2009 Working student, Native Instruments

2003 - 2009 Diploma studies in Applied Computer Science, major in Multimedia at HTW Berlin

2000 - 2001 Power electronics engineer, Linde AG

1996 - 2000 Apprenticeship as power electronics technician, Linde AG

Research/Artistic Activities

Publications

Weber, Maximilian & Kuhn, Marco. (2016). KONTRAKTION: Sonification of Metagestures with electromyographic Signals. 132-138. 10.1145/2986416.2986421. <http://dx.doi.org/10.1145/2986416.2986421>

Rohrer, Maurus & Kuhn, Marco & Kuhn, Eileen & Sieck, Jurgen. (2013). Indoor infotainment: Guidance and visualization for research projects and its relations. 208-211. 10.1109/IDAACS.2013.6662672. <http://dx.doi.org/10.1109/IDAACS.2013.6662672>

von Georgi, Richard & Kuhn, Marco. (2018). Das Klingen der Planeten und das Suseln der Atome: Eine Studie zur subjektiven Wirkung des Erdplanetentons auf den Affekt.

Beat 05 (2010), Play Live – Multitouch - Interface, Magazin

Talks

2019 Speaker – The Sounds of the Future, 8th International Cultural Forum, St. Petersburg

2016 Presentation – KONTRAKTION: Sonification of Metagestures with electromyographic Signals, Audio Mostly, Norköping

2013 Presentation der MindTags App beim „Tourism for all – Accessible and Open Europe“ im Rahmen des Europäischen Tages der Menschen mit Behinderungen bei der Europäischen Kommission, Brüssel

Workshops

2019 Challenge my fantasy - more, Project management of the tracking laboratory in cooperation with the HTW Berlin Studiengang Gamedesign, Theater an der Parkaue, Berlin

2019 Controlling Sound through Body Movement, 12th International Conference of Student of

Systematic Musicology (SysMus19), Berlin

2018 Controlling Sound through Body Movement, Superbooth Musikmesse, Berlin

Awards

2013 2nd prize in the competition "Mobile for Good Europe Awards 2013" in the category Accessibility for the MindTags

Memberships

- Deutsche Gesellschaft für Elektroakustische Musik e.V.
- Bundesverband Musiktechnologie Deutschland e.V



Prof. Robert Lingnau

Berlin School of Popular Arts

- Professor of Music Theory, Arrangement and Ear Training
- Member of Institut für Weiterbildung in der Kreativindustrie (IWK)
- Academic Director of the Berlin School of Popular Arts

Research/Artistic Foci

- Harmonic structures in popular music
- Associating inner and outer sources of music with notation, instrument fingering and sound
- Stage performance and presentation for musicians

Career

Academic career

- 1994 to 1998: Instrumental educator (diploma) for jazz and popular music, Amsterdam University of the Arts/NL
- 1998 to 2000: Arranger (diploma, concert exam), Amsterdam University of the Arts/NL
- Since 2010: (founding) Professor at the Hochschule der populären Künste (hdpk), now SOPA
- Conception, development and former head of the study programs B.A. Music Production, B.A. Audio Design and B.Mus. Popular Music
- From 2011 to 2019: Head of the Department of Music and Sound
- From 2013 to 2019: Prorector of the SRH Hochschule der populären Künste
- Since 2019: Academic Director of the SRH Berlin School of Popular Arts (SOPA)

Professional career

- Since 1997: Arranger, composer and bassist, recordings and productions for and with numerous domestic and foreign musicians, groups, companies and broadcasters
- 1997: Composition award of the Hessischer Rundfunk/ARD
- 2000: Composition scholarship of the state of Lower Saxony
- From 2001 to 2004: Author and presenter at rbbKultur, Rundfunk Berlin-Brandenburg/ARD
- Since 2006: Bandleader, e. g. Berliner Jugendjazzorchester, Bundesjazzorchester, Compass Big Band Berlin, Big Band des Hessischen Rundfunks, memorial concert for Peter Herbolzheimer
- Since 2007: teaching activities with a focus on music theory, arrangement and ear training

Research/Artistic Activities

- Since 2019: "Creating the Bubble", stage performance and presentation for musicians

- Since 2018: Pop-Ambulanz (counseling center for popular musicians in cooperation with the BCMM of the Charité and the Musicboard Berlin as well as research)
- Since 2016: Structures of harmonic progressions of popular music from 1953 to 2020, originally a research project with students



Prof. Matthias Middelkamp

Berlin School of Popular Arts

- Professor of Theory of Music Transmission and Acoustics

Research/Artistic Foci

Architectural acoustics, Large scale sound reinforcement, Immersive sound

Career

Prof. Matthias Middelkamp studied sound engineering at the Musikhochschule Düsseldorf and recording producer at the Musikhochschule in Detmold. In 1998 he became head of the recording studio at the Academy of Music in Weimar. He worked regularly as a freelance sound engineer and acoustics consultant. Since 2014 he holds the professorship for theory of music transmission and acoustics at the SRH SOPA.

Research/Artistic Activities

Prof. Middelkamp worked on various national and international projects in the field of sound reinforcement for classical music and room acoustics. He was part of Daniel Barenboim's team for the preparation of the legendary concert of the West Eastern Divan Orchestra in Ramallah, West Bank. He directed the first radio broadcast from Kabul, Afghanistan in 2012. Since 2018, he has been leading a project in Dakar, Senegal to set up a training program for sound and event technicians in collaboration with the Goethe-Institut.

As an acoustic designer, he has built a number of new recording studios, schools, concert halls and public buildings. Among them a concert hall at the Music academy in Hamburg and the parliament building in Porto Novo/Benin.



Prof. Régine Provvedi

Berlin School of Popular Arts

- Professor of Film and Television
- Professor of Acting & Staging

Research/Artistic Foci & Activities

General:

- Photography, production & screenplay, production management, dramaturgy
- International media systems, film production, supervision/tutoring of final projects/team films, supervision/tutoring fictional & non-fictional films

Currently/Forthcoming:

- Organization Presseball Berlin 2021, Collaboration with Prof. Dr. M. Beuthner SRH
- Organization/preparation of a film series (discussions with filmmakers & film screenings) in collaboration with Prof. B. Schwenn and Prof. R. Teigler
- Organization and preparation of exchanges/interchanges between film schools/academies (SRH, France & Italy)

Career

- 1989: Magister Kommunikationswissenschaft TU Berlin
- Seit 1997: Managing director of film production company bluefilm GmbH Berlin
- Seit 2000: Guest lecturer for media at various universities
(inter alia: DFFB, UNO – World Food Programme Berlin; Istituto Comprensivo Ancona / Italien; École des Beaux-Arts Lyon / Frankreich; Université Paris 1 / Frankreich; Udk Berlin)
- 1987-2018: Activities as: photographer, screenwriter, film director, producer, production manager, artistic and dramaturgical counsellor/advisor, script translator (inter alia for Michel Piccoli, J.L. Godard, G. Depardieu, M. Haneke)
- 2010-2018: Freelance lecturer at the DEKRA Hochschule für Medien
- 2011-2015: Activity as freelance lecturer at the Hochschule für Wirtschaft und Recht (HWR)
- 2016-2018: Marketing Consultant for image and text editing, GLS Sprachenzentrum and Hotel Oderberger Berlin
- Since 2019: Professor

Awards

- Berlinale Audience Award
- Pre-selection Oscar nominations for Best Foreign Shortfilm
- Best screenplay: Costa Gavras Preis

Festival Participation (inter alia)

- Venedig, Berlinale, Sundance, Cannes, Clermont-Ferrand, Milano Film Festival



Prof. Jörg Remy

Berlin School of Popular Arts

- Professor of Audiodesign

Career

- Studied classical guitar at the Hochschule für Musik und Darstellende Kunst Frankfurt am Main and at the Manhattan School of Music in New York City with distinction.
- 1st prize at the international Andres Segovia Competition in Madrid as well as numerous other international awards. After highly acclaimed CD recordings with works from Bach to classical modernism, recitals followed, among others, in the Berlin Chamber Philharmonic Orchestra as well as in other European countries.
- Freelance composer and sound designer for film, TV and new media.
- Portfolio includes work for clients such as Mercedes Benz, Coca Cola, ZDF, SAT.1/Pro7 Group and agencies such as Y&R, Scholz und Volkmer or BBDO. Numerous of the campaigns received international awards, such as at the red dot award, Mobius Award, World Luxury Award Monaco or the Advertising Awards in New York.
- 2012 Establishment of the Audio Design course as course director and professor at the hdpk.



Prof. Lars Roth

Berlin School of Popular Arts

- Professor of Visual and Interactive Media
- Program Director of Mediadesign, Visual and Interactive Media and CO-Head of Film und Fernsehen

Research/Artistic Foci

- Film
- Internet
- Interactive Applications
- AR/VR

Career

Prof. Roth studied visual communication at the Kassel Art College. With the work "Positionen – Orte einer friedlichen Revolution" which he developed in cooperation with the "Bundesstiftung zur Aufarbeitung der SED-Diktatur", he completed his studies with a diploma. From 2000 to 2003 he worked in several agencies in the field of film and new media. From 2003-2008 he was an artistic assistant to Professors Nicolaus Ott and Bernard Stein at the Kassel Art Academy. From 2009 to 2010 he worked as a media officer at the Lower Saxony State Media Authority. In 2010 he co-founded the University of Popular Arts (hdpk) in Berlin, which was transferred to SRH Holding in 2015. Since then, he has represented the media design course and the Visual and Interactive Media course since 2020.

Research/Artistic Activities

The artistic activities of Prof. Roth concentrate on the fields of film and interactive applications. An important point in his work is the combination of these two media in order to enable new creative representations in the creative artistic context.



Prof. Dr. Agnes Schipanski

Berlin School of Popular Arts

- Professor Professor of Media Economics
- Program Director of B.A. Media Management
- Member of Grenke Centre for Entrepreneurial Studies
- Member of the Institute for Professional Development

Research/Artistic Foci

Organizational development and New Work; Agile leadership and HR management; Corporate culture and Generation management; Creative competence; Innovation development, including the creative industries (relevance, processes, perspectives)

Career

12/2000 – 09/2003 Stuttgart	Broadcasting Corporation South-West Germany (SWR), Recording Direction of television shows
10/2003 - 05/2007	Corporate Marketing CLAAS KGaA mbH, Harsewinkel Marketing Consultant
06/2007 – 05/2010	Mainau GmbH, Island of Mainau, Germany Marketing Director
01/2005 – 01/2012 05/2011 – 08/2013	PhD student at TU Ilmenau, Germany (extra occupational) Center for Leading Innovation & Cooperation (CLIC) at Leipzig Graduate School of Management (HHL) Post Doc
since 10/2013	Berlin School of Popular Arts (ehemals SRH Hochschule der populären Künste (hdpk) Professor of Media Economics
10/2013 – 04/2018	Berlin School of Popular Arts Head/director of the Institute of Education and Development in Creative Industries
04/2018 – 09/2019	Berlin School of Popular Arts, SRH Berlin University of Applied Sciences Vice-Rector
10/2019-10/2020	SRH Berlin University of Applied Sciences Entrepreneurship Ambassador
since 01/2022	Berlin School of Popular Arts, SRH Berlin University of Applied Sciences Program Director of B.A. Media Management

Research/Artistic Activities

- since 2019 Generation Management with focus on generation Y and Z, research project with students of the B.A. Media Management and the Master of Media Communication
- since 2016 Creative competence: New perspectives and economic significance, research project with students of the B.A. Media Management



Prof. Marc Secara

Berlin School of Popular Arts

- Professor of Voice and Ensemble

Research/Artistic Foci

Artistic development projects:

- Concerts with Marc Secara Group
- Trio Peter Weniger & Wolfgang Köhler
- CD Release Berlin Jazz Orchestra – “Songs of Berlin”

Career

- Diploma for Singing in the Popular Styles (HfM “Hanns Eisler, Berlin”)
- Professor for Voice and Ensemble (SRH Berlin University)
- Estill Master Teacher and Estill Mentor Course Instructor Candidate.

Research/Artistic Activities

- Scientific director “SINGPOSIUM – Teaching Vocals in the popular styles”
- Director of “Rahmenlehrplan Gesang Populärmusik” for all Music Schools in Germany



Prof. Dr. habil. Nadja Sennewald

Berlin School of Popular Arts

- Professor of Writing Studies
- Program Director of B.A. Creative Writing (German)

Research/Artistic Foci

Prof. Dr. habil. Nadja Sennewald is interested in anything that has to do with writing and/or audiovisual storytelling. She has a focus on writing (process) research and writing studies but is equally fascinated by narratological approaches to literature and audiovisual narratives.

Career

Prof. Dr. habil. Nadja Sennewald received her Diploma in Cultural Studies at the University of Hildesheim, Germany. She worked as a freelancer in the cultural industries and in different fields of writing (journalism and fiction) and published two novels. For working on her study on gender in science fiction series, she got a full scholarship and achieved her PHD at Goethe University in Frankfurt/Main. At the university of Bielefeld she coordinated and conducted a study on academic literacy. She became the director of the Writing Center at Goethe University Frankfurt/Main in 2012. In 2016 she had a 3-months research stay at the University of Toronto, Canada. Her habilitation was obtained at Goethe University Frankfurt/Main with a study on students' writing processes in 2019.

In 2018, Nadja Sennewald became Professor of Writing Studies at the School of Popular Arts, SRH Berlin University of Applied Sciences and is currently Programme Director of the B.A. programme in Creative Writing.

Research/Artistic Activities

In 2020 she edited her study "Schreiben, Reflektieren, Kommunizieren. Studie zur subjektiven Wahrnehmung von Schreibprozessen bei Studierenden" (218 pages), so it could be published in early 2021 by wbv. She was also actively involved in WeReLaTe. Advancing effective institutional models towards cohesive teaching, learning, research and writing development, a Horizon 2020 project by the EU. Currently she is writing a novel.



Prof. Dr. habil. Katrin Starcke

Berlin School of Popular Arts

- Professor of Biological Media Psychology
- Member and Director of Berlin Institute of Biomusicology and Empirical Research (BIBER)

Research/Artistic Foci

Psychological, behavioral, and biological reactions towards music; Emotion regulation through music; Decision making; Behavioral addictions

Career

Education

02/2014 Habilitation (venia legendi in psychology), with the thesis: Decision making under suboptimal conditions – Influence of stress, dual tasking and psychiatric diseases on decision making

03/2009 Doctoral degree (Dr. rer. nat.), final grade: summa cum laude, with the thesis: Decision making under ambiguity and risk in patients with obsessive-compulsive disorder and healthy participants under stress

06/2005 Diploma in psychology, final grade: excellent, with the thesis: Role of the amygdala for emotional memory and emotional decision making – An investigation on patients with Urbach-Wiethe disease

11/2005 - 03/2009 Doctoral study in psychology, University of Bielefeld

10/1999 - 06/2005 Diploma study in psychology, University of Bielefeld

Positions

Since 09/2018 Professor for Biological Media Psychology at the SRH Berlin School of Popular Arts, Berlin

Since 2020: Director of the Berlin Institute for Biomusicology and Empirical Research (BIBER)

05/2009 - 06/2018 Postdoctoral position at the University of Duisburg-Essen, Department of General Psychology: Cognition

06/2016 - 06/2018 Scientific position at the Center for Behavioral Addiction Research (CeBAR), University of Duisburg-Essen

03/2015 - 06/2018 Scientific position at the Erwin L. Hahn Institute for Magnetic Resonance Imaging, Essen

01/2017 - 09/2017 Maternity leave

12/2012 - 07/2013 Maternity leave

02/2012 - 04/2012 Visit at the Amsterdam Institute for Addiction Research, Academic Medical Center University of Amsterdam

06/2008 - 04/2009 Research assistant at the University of Osnabrück, Department for General Psychology II and Biological Psychology

07/2006 - 06/2008 Dissertation scholarship at the University of Bielefeld, Department for Physiological Psychology

Research Activities (current)

Currently, as a director of the Berlin Institute of Biomusicology and Empirical Research (BIBER), Prof. Dr. Katrin Starcke investigates reactions towards music. The BIBER is equipped with a laboratory, the Neurobiological Music Lab (NBML) with a modern NeXus-10 MKII (MindMedia). With the NeXus, Prof. Dr. Katrin Starcke can measure various psychophysiological reactions, such as heart rate, heart rate variability, electrodermal activity, blood pressure, respiration, and temperature. On the laboratory computers, the software LabVanced is installed which allows the exposure to musical stimuli and the simultaneous measurement of participants' reactions. One of her current research topics is the investigation of musical chill-experiences. Chills are intense experiences which can occur during music listening. Participants describe chills as shivers down the spine, lump in the throat, tears, goose pimples, and trembling. Usually, they are perceived as positive experiences. In current research projects, Prof. Dr. Katrin Starcke aims to determine which reactions are associated with chill-experiences when participants listen to their favorite songs and under which circumstances chill-experiences particularly occur.

In addition, she currently investigates the possibility to regulate emotions with the help of music. In a recent study she was able to demonstrate that not listening to music can cause severe deteriorations in participants' mood and mental health. Participants who were not allowed to listen to music for seven days reported mild symptoms of depression, an increase in stress, and a decrease of overall health. Results support the tremendous effect music has on wellbeing and health. Besides the general effect of music on wellbeing and health, Prof. Dr. Katrin Starcke currently investigates the Iso-Principle. The Iso-Principle comprises listening towards a piece of music which matches the listeners' current mood at first, and then gradually shift to music that represents a desired mood. For example, if individuals feel sad and depressed, they start with listening to a sad song, listening to less sad and more happy songs in between and end with a happy song. According to theoretical considerations, the mood of participants should shift to the desired mood along with the music. However, experimental research is scarce, and Prof. Dr. Katrin Starcke started to conduct experiments on that topic. Scientific support of this Iso-Principle would have far-reaching consequences for peoples' mood regulation in everyday life; and for the treatment of patients who suffer from psychological disorders such as depression or anxiety. This line of research particularly fits with the SRH research profile "Leidenschaft fürs Leben" as it directly implies possibilities to increase quality of life.



Prof. Dr. Svenja Tams

Berlin School of Popular Arts

- Professor of Management, Organizations & Leadership
- Cluster Coordinator Management & Communications, BSCD/SOPA
- Member of the Institute for Professional Development

Research/Artistic Foci

Prof. Dr. Svenja Tams' research is international in orientation, examining how individual and collective actors position career work, change work, creative work and innovative approaches to management learning/leadership development within post-bureaucratic organizational settings. In past studies, these settings have comprised, i.a.: management consulting firms, project-ecologies, career communities, urban spaces, and social discourses at the business/society interface, such as sustainability. Thus, her work lends empirical insight to the current popular management discourse of 'new work'. In the early stage of Prof. Dr. Svenja Tams' research career, she examined the narratives by which people construct self-efficacy beliefs at work, as well as cross-cultural HRM issues. Subsequent research has contributed to an understanding of 'new work' with research of boundaryless careers (with M.B. Arthur), responsible careers (with J. Marshall), and creative careers (with B. Biehl). Since 2012, an emerging stream of policy-oriented research explored the role of innovation lab and design methods in sustainability-oriented organizational transformation with people. Based on this work, Prof. Dr. Svenja Tams is now studying how project-based management learning fosters creative problem-solving capacities in response to societal challenges (in policy circles referred to as 'future skills').

Career

Following international marketing and change management roles with AT&T, Accenture, Volvo, and Management Centre Europe, based in Brussels and Munich, Prof. Dr. Svenja Tams has conducted research and taught at London Business School, London School of Economics & Political Sciences, Birkbeck London, and the University of Bath School of Management, before joining SRH Berlin University of Applied Sciences in 2018. She is also consulting on organizational development and advising organizations on the design of innovative management learning and executive development programs, and as systemic coach (ICF-certified training).



Prof. Rolf Teigler

Berlin School of Popular Arts

- Professor of Film and Television

Research/Artistic Foci

Documentary film; Film Producing; Film Directing; Screen Writing; Script Development; Moderator

Career

- Since 1992: Freelance sound engineer, producer, author, director
- Since 1992: Lecturer at different Filmschools and - academies
- Since 1998: Films with prisoners, streetgangs, unemployed, refugees
- 1999-2011: Producer for „der garten Filmproduktion“
- Since 2003: Member of jury for different festivals
- 2004-2009: Development and artistic head of the socio cultural media project „Institut21“
- 2005-2009: Development and artistic head of the socio cultural film project „Ensemble21“
- Since 2012: Professor at the course „Fernsehen und Film“, DEKRA Hochschule für Medien, Berlin
- Since 2013: Cooperation with Alfred-Wegener-Institut for Polar and Meeresforschung
- 2015 – 2019: Cooperation with Szczecin European Filmfestival
- 2017 – 2019: Development and moderation: Berlin Filmfestival – Programm NATIVE; special events to film and climate change

Awards for the documentary film „outlaws“

- 2001: Audience price / Mediawave Festival in Győr / Hungary
- 2002: Franz Hofer price / Filmhaus Saarbrücken

Research/Artistic Activities

Lectures on Film and climate change:

- 2019: Gateway to the Arctic; Alfred-Wegener-Institut
- Proxy Data as a Basis for Emotional Story Telling“
- 2018: Conference: Animated Things; University of Regensburg - „Emotional story telling on the basis of Proxy Data“
- 2017: Gateway to the Arctic; Alfred-Wegener-Institut, Université de Versailles - „Science and cinematic art“
- 2016: North Eastern Federal University of Jakutsk, (Republik Jakutsien, Russia) - „New forms of non-fictional story telling on the interface between internet and film“



Prof. Ricarda Wallhäuser

Berlin School of Popular Arts

- Professor of Visual Communication and Graphic-Design

Research/Artistic Foci

Ricarda Wallhäuser is working in the artistic field of collage, participates in and organizes art-exhibitions. As a free art-director she is focused on communication media in the art context but also for commercial companies. In her artistic work she focuses on narrative and storytelling elements in visual arts.

Career

Ricarda Wallhäuser studied Visual Communication and Fine Art at Kunsthochschule Kassel and was in the master course of Prof. Rolf Lobeck in 2000. She started her teaching career right after finishing her own studies, first with courses in creative applications in upgrade trainings courses. She works as a graphic-designer and art-director and was and is part of several artist groups. In her design-work she focuses on editorial-design and design for artists. She takes part in art-exhibitions in Germany and abroad. Ricarda Wallhäuser completed a course in creative writing in 2018. She lectured about parallel worlds in art on several events, for example at the 10th literature festival in Ruse, Bulgaria, 2017. Ricarda Wallhäuser is lecturer at SRH Berlin School of Popular Art (SOPA,) since 2011. In October 2019 she was appointed professor at SOPA. She was academic director of SOPA's first online-festival "Hullabaloo", which took place in July, 2020.

Research/Artistic Activities

- (choice activities in 2020)
- Spirit us – An exhibition about art and spirituality
- rk-Galerie für zeitgenössische Kunst, Berlin, Gallery director: Silvia Eschrich, Hg. Bezirksamt Lichtenberg von Berlin, Amt für Weiterbildung und Kultur Fachbereich Kunst und Kultur.
- Artists: Christine Baumann, Julia Hürter, Thora Kraft, Ricarda Wallhäuser, QWERTY
- 01.09.202–30.10.2020
- Role: participating artist, catalogue-design-concept, co-organisator
- 2. Internationale DADA Messe
- GISELA – freier Kunstraum Lichtenberg (virtual opening: 13.11.2020)



Prof. Matthias Welker

Berlin School of Popular Arts

- Professor of Media Management
- Program Director of Media Management

Research/Artistic Foci

Management and Leadership in Networks, Sustainability Management in Networks, Aesthetic Competence

Career

- PhD St. Gallen and Heidelberg 1982-1987
- Media Consultant since 1987
- Lecturer HFF Potsdam 1993-2009
- Lecturer and Program Director IBS Berlin 2002-2009
- Professor School of Popular Arts (former hdpk) since 2010

Research/Artistic Activities

Beside academic publications, management and contributions for YOURARTBEAT, a network and platform for artists, cultural heritage and audiovisual innovations



Prof. Dr. Mag. Dipl.-Psych. Richard von Georgi

Berlin School of Popular Arts

- Professor of Media Psychology
- Member and Director of the Institute of Biomusicology and Empirical Research (BIBER)
- Head of Pop Ambulance Berlin (PAB)
- Chairman of the Audit Committee

Research/Artistic Foci

Psychology of Music, Personality, Emotion and Emotion Regulation, Test Theory and Test Construction, Biopsychology, Statistics

Career

Education

- 2011: Magister artium (MA) Musicology
- 2001-2011: Study of musicology (JLU Gießen)
- 2005: Habilitation and appointment as Privatdozent (JLU Gießen)
- 1999: Doctorate with distinction (summa cum laude)
- 1994: Diploma in Psychology (Dipl.-Psych.) (JLU Giessen)
- 1987-1994: Study of psychology and medicine (JLU Gießen)

Positions, Research and Teaching

- since 2020: Director of the Berlin Institute for Biomusicology and Empirical Research (BIBER)
- since 2019 Head of the Pop Ambulance Berlin (PAB)
- since WS 2016: SRH-SoPA: Professor for Media Psychology
- WS 16/17, WS 2014/15, WS 2013/14, WS 2012/13: University of Vienna: Lecturer (Methods, Music Psychology, different topics from Systematics)
- WS 2015 - SS 2016: Medical School Hamburg (MSH): lecturer (developmental psychology, methods, psychology)
- WS 2013 - WS 2015: IPU Berlin: Professor for Statistical Methods
- SS 2004 - SS 2013: JLU Gießen: Lecturer (Music Psychology and Methods)
- 01.01.2013 - 31.12.2013: JLU-Gießen: research associate (DFG) and lecturer (music psychology/music education, methods)
- SS 2013 - WS 2013/14: Technical University of Braunschweig: Lecturer (Music Psychology/Music Education, Methods)

- WS2009/10 - SS 2012: University of Music Lübeck: Lecturer (Music Psychology/Music Education, Methods)
- 2002-2006: JLU Giessen: Deputy Head of the Department of Medical Sociology
- 2000-2007: JLU-Gießen: Research Assistant (Medical Psychology and Sociology)
- 1995-2000: JLU-Gießen: research associate: research and teaching (Medical Psychology)
- 1994-1995: JLU-Gießen: research associate (DFG) (Medical Psychology)

Research 2021

Impact of Music on Biopsychological Processes

The focus of my work are interindividual differences of emotional and biophysiological processes in the context of music, media and events (see literature and congress contributions). A special focus also lies on the construction and development of psychometric tests to measure involved variables that are used within these studies (e.g. IAAM: von Georgi et al., 2006, 2013; Gebhardt et al., 2019). A DFG application on the topic of the chill experience. together with the Musicology Institute of the University of Vienna, is currently being revised after the initial review process.

Emotion Modulation with the use of Music and Media

Here, both basic and applied research are in the foreground of interest (e.g., related to the effectiveness of music therapy (e.g., Gebhardt et al., 2019)), with emotion modulation strategies as a mediator variable being of salient importance (von Georgi et al., 2021). For example, recent research suggests that music influenced emotion in the context of the Corona pandemic (Wedel et al., 2021). This work is being done in collaboration with the University of Marburg, the Wiesloch Psychiatric Clinic, and a number of other partners. For example, recent work has also shown that music plays an important role in stress and emotion modulation in the workplace (Stracke et al., 2021).

Music and Health

In the context of the Pop Ambulance (PAB), research on pop musician-specific coping strategies, which has received only less attention in the literature to date, is also one area of research. Together with the GEMA a further meeting on this topic is planned in winter 2022. Also, a psychological test (COMPAI) is already being validated and subjected to further analysis in the context of studies on musicians, students, and pupils and studies on musicians related stereotypes (Friedrich, et al., 2021)

Aesthetic Experience and Susceptibility

Another area is the study of aesthetic experience and behavior. For this purpose, not only a measurement model was developed (by Georgi & Frieler, 2016), which makes an aesthetic sensitivity actually measurable experimentally and can be applied to different areas of art-related experience (e.g., music, film, literature, painting, etc.). In addition, a psychometric procedure has been developed (APE), which is now in the phase of validation (e.g., Herr, 2021; Bötsch et al. 2021).

Research Associates at SRH Berlin School of Popular Arts



Claus-Dieter Bandorf

Berlin School of Popular Arts

- Research assistant for piano, keyboards and ensemble
- Artistic-scientific assistant in the department of music and sound

Research/Artistic Foci

Eartraining

Research/Artistic Activities

- Prof. Dr. Richard von Georgi - Claus-Dieter Bandorf
- „Vergleich von unterschiedlichen Übemethoden zur Verbesserung der auditiven Erkennung musikalischer Bausteine (Melodik, Rhythmik, Akkorde) im Selbststudium“
- Project canceled/undergoing revision due to restructuring of eartraining classes (CORE)



Claire Brocker, M. Sc.

Berlin School of Popular Arts

- Research Associate of Prof. Dr. Michael Beuthner

Research/Artistic Foci

Security Studies (B.Sc.), Tackling Global Challenges at EU Level, Humanitarian Response to Conflict and Disaster, Crisis and Security management (M.Sc.), Specialization: Governance of radicalism, extremism and terrorism

Research/Artistic Activities

Being a research associate in the MIRKKOMM project, Claire Brocker conducts research on the multimodality in risk and crisis communication. In particular, her activities include exploration and analysis on the challenges, evaluation and optimization options of the content and forms of official and media information transfer to a public audience.



Carolyn Pliquet, M. A.

Berlin School of Popular Arts

- Research Associate of Prof. Dr. Michael Beuthner

Research/Artistic Foci

Journalism (B.A.), Specialization: Online Journalism, Prevention and Health Management (M.A.), Specialization: Sports Therapy, Sports Psychology

Research/Artistic Activities

Being a research associate in the MIRKKOMM project, Carolyn Pliquet conducts research on the multimodality in risk and crisis communication. In particular her activities include exploration and analysis on the challenges, evaluation and optimization options of the content and forms of official and media information transfer to a public audience.



Kirsten Ulbrich, M.A.

Berlin School of Popular Arts

- Research Associate of Prof. Dr. Michael Beuthner

Research/Artistic Foci

International Business Communication (B.A.), Specialization: Intercultural Communication, Foreign Language Linguistics (M.A.), Specialization: Digital Communication, Conversation Analysis

Research/Artistic Activities

Being a research associate in the MIRKKOMM project, Kirsten Ulbrich conducts research on the multimodality in risk and crisis communication. In particular her activities include exploration and analysis on the challenges, evaluation and optimization options of the content and forms of official and media information transfer to a public audience.

Further academic staff at the Berlin School of Popular Arts:

Professors:

- Prof. Dr. Gerald Geilert
- Prof. Thomas Thiele
- Prof. Sonja Umstätter

Research Associates:

- Rebecca Freund
- Silka Rödl
- Anja Voigt
- Lea-Liane Winkler

4.5 Professors and Research Associates at the Berlin School of Design and Communication

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- Professor for Illustration
- Program Director of B.A. Illustration

Prof. Nele Anders

Berlin School of Design and
Communication

Research/Artistic Foci
Illustration

Research/Artistic Activities

- Studied Illustration, Animation and Sequential Design at the Faculty of Arts, Manchester and the School of Art in Brighton, England (BA and MA).
- Awarded, among others, the 'Steven Ferrimond Award' by Manchester Metropolitan University and silver winner of the Manchester Illustration Competition 'Unleashed- The Best in the North', 2011.
- Participated in numerous international group exhibitions, including as a member of the New Breed Group Show/ Coningsby Gallery, London, and the Fore-edge/ Book Design at Brighton exhibition at the Grand Parade Gallery, Brighton.
- Working in Berlin as a freelance illustrator for international magazines as well as a member of the international illustrator collective FABULA.
- Since 2017 Nele Anders teaches as professor for illustration at the SRH Berlin University of Applied Sciences, Berlin School of Design and Communication.



- Professor of Strategic Design
- Program Director of M.A. Strategic Design

Prof. Katrin Androschin

Berlin School of Design and
Communication

Research/Artistic Foci

Strategic Design, Innovation, Design Thinking, Branding, Place Branding, Digital Strategies for Counterspeech

Career

- since 2002: Agency EMBASSY, Berlin, Founder and Managing Director: Experts for Brand Strategy, Design and Communication, Moderation of Change and Innovation Processes
- 2013-2016: University of Applied Sciences Dresden, Germany: Professor and Programme Director for Graphic Design
- 2008-2010: btk Berliner Technische Kunsthochschule, University of Applied Sciences Berlin: Professor for Corporate Design and Branding
- 2002-2008: Free University Bolzano – Bozen, Italy: Professor for Visual Communication in the Integrated Programme Product Design and Visual Communication
- 1992-2001: Employment in International Brand Consultancies as Designer and Design Director: FutureBrand, IconMedialab and MetaDesign, Berlin; Wolff Olins, London; Zintzmeyer & Lux (today: Interbrand), Zürich and Landor Associates, London and San Francisco



Prof. Gilbert Beronneau

Berlin School of Design and
Communication

- Professor of Audiovisual Communication
- Program Director of M.A. Film, TV and Digital Narratives, M.A. Social Design and Sustainable Innovation, B.A. Kommunikationsdesign, B.A. Film und Motion Design

Research/Artistic Activities

In the research area "Foreign and Foreignness" questions around the topic of "Social Design" have been developed over the last five years using methods of artistic research as well as qualitative research. The focus was placed on the consequences of crisis situations in the Middle East conflict and its effects on the living situation in Lebanon through several study visits and research activities within a university cooperation with an artistic university in Beirut. Questions on the topics of "Camps for Refugees", "Urban Design" or "Fashion and Sustainability" and "Crisis" were scientifically implemented in the form of publications and artistic works. Design thinking as a methodology from the field of innovation management was also applied as well as critically researched.

Editorship and author of texts:

Publication artefakte 01: „Foreign and Foreignness – An Artistic Research Project“. Publishing year: 2018. ISBN: 978-3942648-25-7

Publication artefakte 02: „Design Thinking as a Method of social Innovation“. Publishing year: 2020. ISBN: 978-3942648-37-0

Publication artefakte 03: „Heaven above Beirut“ An Artbook on Photography. Publishing year: 2021. ISBN: 978-3-942648-38-7

artefakte 04: "Fashion and Sustainability" An Artbook about the future of Fashion

artefakte 05: "Book on Crisis" (in process). ISBN: 978-3942-648-41-7

Filmic Documentations:

<https://vimeo.com/294900514>

<https://vimeo.com/371887693>



Prof. Bettina Borchardt

Berlin School of Design and
Communication

- Academic Director der Berlin School of Design and Communication

Research/Artistic Foci

Mission-communicative conceptual and textual work

Career

Since 2008 Bettina Borchardt has been teaching in the areas of conception and verbal communication with a focus on texts in a mission-communication context. She teaches in all Bachelor's programs and in the Master's program in Marketing Communication. In addition, she supervises cross-curricular participation in communication competitions such as the GWA Junior Agency Award and the edcom-Competition Adventure.

Before taking up her professorship at the Berlin School of Design and Communication, she worked for many years at renowned advertising agencies such as Jung von Matt, where she was creative director for eight years and looked after clients such as BMW, DHL/Deutsche Post, Mey, Sparkasse, Gore Tex and Mercedes. In addition, as managing partner of an agency for music and youth communication, she was able to pursue her two passions of text/language and music and, in addition to developing concepts for the release of new productions by well-known and new artists, also shoot videos and conceive and publish new compilation series.

Bettina Borchardt is currently Academic Director of the SRH Berlin University of Applied Sciences, Berlin School of Design and Communication.



- Professor of Photography
- Program Director of Photography

Prof. Sebastian Denz

Berlin School of Design and
Communication

Research/Artistic Foci

Prof. Sebastian Denz focuses his research on photography and spatial image media, immersive imaging technologies and their application in the artistic field. He is especially interested in the various modalities of "space" as a human system of reference, and its depiction in three-dimensional processes.

Career

Prof. Denz studied architecture at the University of Hanover, photography and fine arts at the University of Applied Sciences and Arts in Hanover and photography at the University of Applied Sciences in Bielefeld where he obtained both, a degree in design and a Master of Arts from the Photography Department. He spent several years as a freelance photographer based in Hamburg with commissions and projects both in Germany and abroad. A pioneer and expert in large-format stereoscopic photography, Denz receives invitations as a guest artist and lecturer at the San Francisco Art Institute, Filmschool Łódź, Berlinale et al. His works are in art collections and are represented at international exhibitions and art fairs. Since 2011, he has been a professor of photography at the design akademie berlin, SRH Hochschule für Kommunikation und Design. Between 2012 and 2019 he was chairman of the board of examiners, department of design. He developed three photography degree programs: B.A. Fotografie (German), B.A. Photography (English) and M.A. Photography (English). Since October 2019 Prof. Denz is Program Director Photography at SRH Berlin University of Applied Sciences.

Research/Artistic Activities

Since 2012, Prof. Denz has maintained an ongoing university partnership with the Fraunhofer Heinrich Hertz Institute, 3IT – Innovation Center for Immersive Imaging Technologies, Berlin: regular excursions with students, visits to demonstrators, prototypes, studios and labs (Volumetric Studio, 3D-Lab, Time-Lab), Stereo3D DCP cinema projections of students work (photo and CGI), prototype testing, numerous partner meetings, exhibitions of student work (3IT, re:publica), working students at Fraunhofer HHI.

Prof. Sebastian Denz conducts research in the field of spatial image media and develops stereoscopic cameras in large format. In artistic activities he seeks out his motifs in urban

civilization's subcultures, which has its own signs, modes, and rituals. One of his recurring themes are so-called "postvirtual spaces", that oscillate between the continual and the digital, the natural and the artificial.



- Professor of Brand Management
- Institute for Ludology

Prof. Marcus Fischer

Berlin School of Design and
Communication

Research/Artistic Foci

Professor Marcus Fischer has over twenty years of practical experience in the field of brand staging, brand management and brand communication in connection with internal branding campaigns. In his research, he focuses on the effects of special didactic multisensory brand experiences for employees in order to increase commitment and identification with one's own brand. Among other things, this involves using gamified applications and interactive elements that can be experienced both in the analog, physical, and cross-digital realms (AR, VR, XR) to generate involvement in relation to value frameworks.

Career

Marcus Fischer, born in 1971, is Interior Designer (Dipl. Ing. Innenarchitekt, FH Hannover) since 1996. He is co-founder of dan pearlman - an agency for strategic creativity and works as creative consultant for dan pearlman brand architecture unit. The dan pearlman group is a Berlin-based group of owner-managed creative agencies with about 120 international and interdisciplinary employees, which was founded in 1999. The interior design expert is responsible for the creative direction of internal

brand experiences/brand spaces on behalf of customers such as Roca, MTV, Mercedes-Benz, smart, Lufthansa, BMW, MINI, Maggi, Jägermeister, Allianz, Brillux, Schwäbisch Hall, Sartorius and uvex. In addition to his work as creative director, Marcus Fischer is involved in teaching for the preparation of young communication designers and interior designers. Since 2011 he has been professor for brand management and brand staging at the SRH University of Applied Sciences, BSDC (formerly design academy berlin).



Prof. Christopher Jung

Berlin School of Design and
Communication

- Professor for Communication Design

Research/Artistic Foci

Grafikdesign / Corporate-Design / Editorial

Career

Christopher Jung studied typography and book art at the Academy of Visual Arts in Leipzig. In 2004, he founded the design studio jungundwenig with Tobias Wenig. Christopher Jung's work has been awarded numerous prizes (e.g. Schönste Bücher, Plakatwettbewerb Chaumont, Joseph Binder Award, Short List Walter-Tiemann-Preis) and has been honored in national and international exhibitions. Since 2013, Christopher Jung and Studio Jung have been focusing on the design of art books, corporate designs, websites and posters - always with a strong content concept and the innovative use of typography, material and color. With this focus, Christopher Jung has been holding workshops and lectures at various universities and institutions dealing with contemporary graphic design since 2007: Teaching positions at the Staatliche Akademie der Bildenden Künste Stuttgart, Muthesius Kunsthochschule Kiel, Hochschule Würzburg-Schweinfurt, Bauhaus-Universität Weimar, Hochschule für Gestaltung Offenbach, Hochschule für Künste Bremen and from 2016 to 2018 teaching at the Hochschule Harz. Since October 2018, Christopher Jung has been Professor of Communication Design at the Berlin School of Design and Communication, SRH Berlin University of Applied Science



Prof. Dr. Jens Junge

Berlin School of Design and Communication

- Professor of Economics and Marketing

Research/Artistic Foci

Areas of expertise: Ludology

Career

- 1984-1987: Publishing house manager, argo Verlag- und Werbe GmbH and Mittelstandsverlag GmbH, Bonn
- 1987-1989: Studies in economics and history, University of Cologne
- 1990-1993: Studied business administration, majoring in marketing, Flensburg University of Applied Sciences
- 1996-2005: Doctorate at the University of Flensburg, Systems and Social Theory
- since 2008: Lectureships, among others at the Berlin School of Economics and Law, Flensburg University of Applied Sciences
- since 2011: Professor of Economics and Marketing at the Berlin School of Design and Communication, SRH Berlin University of Applied Sciences

Professional career and practice focus

- 1977-1987: Cartoonist, editor-in-chief of school and youth newspapers
- since 1986: Founding of Flying Kiwi Media GmbH, Dollerup, publishing house and publishing services
- since 1992: Founding of Glücksburger Konzepte GmbH, management consultancy, project manager until 1995
- since 1995: Foundation of Ticcon GmbH, Flensburg, Internet agency and technical service provider
- 1999-2007: Member of the overall board of BVDW e.V. (Bundesverband Digitale Wirtschaft, formerly dmmv), Chairman of Verband Digitale Wirtschaft Schleswig-Holstein (DiWiSH e.V.)
- since 2004: Founding of MCS SH GmbH, Flensburg, mobile applications, mobile marketing, marketing management until 2008
- since 2006: Foundation of Mediatrust GmbH & Co. KG, Flensburg and Berlin, operator of internet portals (among others www.spielen.de and game developer, managing director until today)

Research/Artistic Activities

Gameful design, game science organizational analysis, ludological management for companies and institutions, director of the Institute for Ludology.

Innovation history and management, strategic corporate management, branding and communication, corporate culture, digital transformation, member of the Institute for Entrepreneurship, Small and Medium-Sized Enterprises and Family Businesses (EMF Institute)

Systems, social and exchange theory in macroeconomic contexts, member of the Verein für Socialpolitik e.V. (Association for Social Policy).



Prof. Ralf Kemmer

Berlin School of Design and Communication

- Professor of Campaign and Communication Planning

Research/Artistic Foci

Failure Culture, Brand Building, Strategy, Brand Market-Research, Innovation, Startup Culture

Career

- since 05.2017 Managing Partner, GfF, Gesellschaft für Fehlerkultur UG
- since 10.2014 Professor for Campaign and Communication Planning, SRH Berlin University of Applied Sciences, Berlin School of Design and Communication PhD-adequate performance for research projects and studies in the field of implicit market research (see below)
- since 09.2014 Initiator Fuckup Nights Berlin
- since 01.2014 Events and workshops on error culture and innovation development
- since 01.2014 Self-employed consultant, brand positioning, pol. communication, training of employees and executives, market research, strategic corporate management, campaign planning
- 01.2012 - 02.2014 Director Brand Strategy, Eye Square Marktforschung GmbH (associated with Kantar Group)
- 10.2008 - 11.2011 Planning Director, Publicis Berlin GmbH Member of the Executive Board Publicis Groupe worldwide
- 01.2006 - 11.2008 Self-employed, strategy / consulting / creative conception
- 10.2000 - 12.2005 Managing Partner, Advertising agency siebzehn04 GmbH (formerly: cutup com)
- 01.1998 - 10.2000 Freelance: Consulting/Conception
- 04.1997 - 12.1998 Project manager, Scholz&Friends, Hamburg

Studies:

- 08.2000 Graduation: Diploma Media Consultant with specialization in psychology, TU-Berlin
- 10.1995 Studies: Diploma in Media Consultant, TU-Berlin
- Intermediate diploma in psychology, FU-Berlin
- 10.1993 Studies: Diploma in Psychology, FU-Berlin



- Professor for Digital Product Development

Prof. Gabor Kovacs

Berlin School of Design and
Communication

Research/Artistic Foci

Since 2006 he has been teaching at the design akademie berlin, SRH University of Applied Sciences for Communication and Design in the field of applied digital product development. As managing director of the H6 | Kommunikationsagentur Berlin, he and his team conceive and develop in the areas of interaction design, digital product development, web-based business software, content management systems, mass customising platforms and e-learning systems. In addition, he advises national and international agencies and companies such as AOK, VIACOM, Wolters Cluver and many other companies and start-ups. Prof. Gabor Kovacs is a qualified comms designer, MA media educator and head of the degree course in development.



- Professor of Strategic Design
- Program Director of M.A. Strategic Design

Prof. Julia Leihener

Berlin School of Design and
Communication

Research Foci

Strategic Design Thinking, Design Research, Design Thinking Training, Innovation Methodology, Innovation Consulting, Critical Design, Media Competence in the digital society

Career

- 2016 - Present: Professor & Program Director Strategic Design at SRH Berlin University of Applied Sciences, Berlin School of Design and Communication
- 2006 - Present: Innovation Consultant: Freelance Trainer & Speaker at e.g. PEAK Berlin, Moccu Berlin etc.
- 2011 - Present: Design Thinking coach & consultant at HPI School of Design Thinking/ Design Thinking Academy: Professional Coach & Program Conception & Speaker
- 2012 - 2013: Scenario expert at 'Internet & Gesellschaft Co:llaboratory' e.V./ Google Institute: Future of Media Competence
- 2008 - 2016: Founding member of Creation Center, Telekom Innovation Laboratories: A cross-disciplinary platform for innovative services and product development
- 2004 -2006: Ideation Designer at Product Visionaires/ Siemens Mobile/ BenQ Mobile: Think Tank for Future Mobile Communication Products & Services
- 2002 - 2005: Trend Research Freelance at Trendbüro



- Professor for Applied Computer Science

Prof. Dr. David Linner

Berlin School of Design and
Communication

Research/Artistic Foci

Applied informatics

Career

David Linner has a degree in computer science and a PhD in engineering. His academic and professional background focuses on digital transformation. He was a researcher at the Technical University of Berlin and the Fraunhofer Institute for Open Communication Systems before advising Germany's two largest companies in the telecom and media sectors, respectively. In 2012, David Linner co-founded the online legal document service Smartlaw. Until its acquisition by Wolters Kluwer in 2014, he served as CTO of Smartlaw and then as Technical Director in Wolters Kluwer's Global Platform Organization. In 2018, David was appointed to a professorship in Applied Computer Science by the Berlin School of Design and Communication. In the same year, he also started as CTO of the smart home planning service Noocoon. Coming from applied research at the Fraunhofer Institute Fokus, among others, and inspired by CTO positions in various start-ups, he specialized in working out novel software solutions with the freedoms and constraints of start-ups. David Linner teaches the development of digital products with web technologies in the B.A. Web Development program.



- Professor of Communication Sciences and Media Theory
- Vice President Teaching and CORE

Prof. Dr. Dörte Schultze-Seehof

Berlin School of Design and Communication

Research/Artistic Foci

Semiotics, Philosophy of language, Design Theory, Naming and Branding, Signs in cultural contexts

Career

- 1983-1992: Studied Romance Languages (French and Italian) and German at the Free University of Berlin, graduating with a Master's degree with "very good".
- 1988-1990: Freelance writer on the editorial staff of Kindlers Neues Literaturlexikon
- From 1990: Freelance writer for the Tagesspiegel newspaper
- 1998: Doctorate in Philosophy (magna cum laude)
- 1997-1998: Research assistant (C1) at the FU Berlin at the Institute for Romance Philology
- 1999: Project contract with the Freie Universität Berlin for the award of an honorary doctorate to Umberto Eco
- 2000: Project contract with the Free University of Berlin for the development of the research project "Historical Anthropology of Language"
- 2000-2001: Qualification for management in the cultural and media sector
- 2001-2006: Founded the agency Zeichen.net for consulting in the field of naming and branding
- Since 2008: Professor at the design akademie berlin
- 2011-2019: Rector of the design akademie berlin
- Since 2019: Vice President Teaching and CORE, SRH Berlin University of Applied Sciences
- Juror: Art Award BA Tempelhof/Schöneberg
- Juror: Venice Design Week
- Juror: Design Prize CLB



Prof. Dr. Benjamin Schwenn

Berlin School of Design and Communication

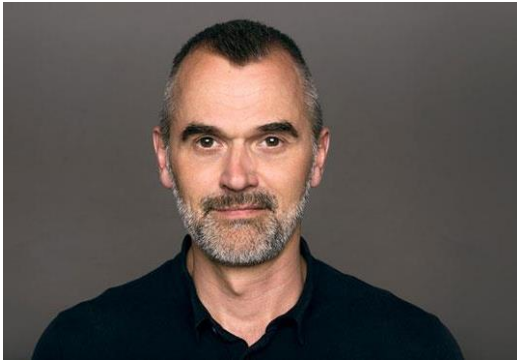
- Professor of Brand Management
- Program Director of M. A. Marketing Management (dual)

Research/Artistic Foci

Brand Management, Brand Sociology, Brands as Institutional Facts

Career

- Studied in Hamburg (Germany) and Bogotá (Colombia)
- PhD at Humboldt University Berlin (Germany)
- Lecturer at Hamburg University, 1999-2000
- Lecturer at design akademie berlin, 2009-2011
- Professor of Brand Management at design akademie berlin (now BSDC) since 2011
- Brand Consultant at different advertising agencies (i. e. KNSK, Kolle Rebbe, Saatchi&Saatchi), 1998-2008
- Co-Founder and Managing Partner of ISK Institut für Strategie & Kommunikation GmbH, 2009-2018



- Professor of Innovative Communication
- Program Director of Marketing Communication B.A.; Advertising & Brand Design B.A.

Prof. Markus Wente

Berlin School of Design and Communication

Research/Artistic Foci

Ideation, Communication Design, Brand Design, Innovation, Relations between art and popular culture such as design, media culture and advertising

Career

- 2010 - Present: Professor of Innovative Communication | Berlin School of Design and Communication, SRH Berlin University of Applied Sciences
- 2009 – 2010: Lecturer | Industrial Design | Hannover University of Applied Sciences and Arts, Design and Media
- 2001 - 2010: Lecturer | design akademie berlin
- 2002 - 2005: Creative Director | 52 Nord Berlin
- 1999 - 2002: Art Director | Pixelpark Berlin + Paris
- 1998: Degree in Industrial Design | Hannover University of Applied Sciences and Arts, Design and Media

Research/Artistic Activities

Artistic and project-related examination of the interrelationships between visual and performing arts with the strategies and manifestations of design, media and advertising.

Design, media and advertising as a »stage« for socially relevant issues (e.g., inclusion, change in gender roles and identities, sustainability, change in aesthetic perception, etc.).



Prof. Dr. Holger Zumholz

Berlin School of Design and
Communication

- Professor of Marketing
- Member of the Institute for Ludology

Research/Artistic Foci

Marketing, Nonprofit & Social Marketing as well as Entrepreneurship

Career

He completed his studies in business administration at the TU Berlin and FU Berlin, graduating as Diplom-Kaufmann. He then completed his PhD at the FU Berlin in the field of entrepreneurship research. In addition, he participated in study visits and advanced training courses at Harvard Business School, Babson College and the University of St. Gallen, among others. He attended numerous international conferences, especially in the fields of entrepreneurship research, entrepreneurship education and social marketing.

Before taking up the professorship at SRH Berlin, he had several years of experience in teaching marketing at Bachelor's, Master's and MBA levels, including at the Berlin School of Economics and Law and the Institute of Management Berlin.

He has several years of experience in research activities, including as a senior researcher in various research projects of the European Commission and in externally funded projects of the Institute for Entrepreneurship, SMEs and Family Businesses of the Berlin School of Economics and Law.

He has more than 20 years of professional experience in various positions, including as a management consultant, especially in the field of strategic marketing for start-ups, young companies in the early development phase and SMEs (development of innovative business models and market entry strategies), as a trainer in teacher training courses on entrepreneurship education and as the managing director of a non-profit organization.

In university teaching, his focus is on marketing, i.e., strategic and operational marketing, but also on business model development and market entry strategies, entrepreneurship and social marketing.

For several years he has also been particularly interested in the field of "non-commercial" marketing, i.e., topics such as non-profit and social marketing, social business and political campaigning.

Annex I: Publications in 2022

- Antonschmidt, H. (2022). *Does the corona crisis end innovation inertia in hospitality? Empirical evidence from accommodation providers* [Conference presentation abstract]. Seventy-first AEST conference, Cologne, Germany.
- Baumgärtner, A. (2022). Kommentierung zu §§ 611-619a BGB; §§ 651d und §§ 651r-651s BGB. In Bamberger, H., Roth, H., Hau, W., & Poseck, R. (Eds.), *BeckOK BGB* (5. Aufl., Print-Edition und quartalsweise Aktualisierung der Online-Edition).
- Baumgärtner, A. (2022). Kommentierung zu §§ 1-5 AGG. *beck-online, Grosskommentar zum Zivilrecht*, quartalsweise Aktualisierung der Online-Edition.
- Becker, T. (2022). Warum die SCM-Leistung in der Industrie sinkt. *ResearchGate*. https://www.researchgate.net/publication/364306912_Warum_die_SCM-Leistung_in_der_Industrie_sinkt
- Becker, T. (2022). Whitepaper: Overcoming today's supply chain disruptions, Whitepaper. Overcoming Today's Supply Chain Disruptions. *Regrello Community*. <https://community.regrello.com/articles/post/whitepaper-overcoming-today-s-supply-chain-disruptions-cuUl4CCx8T2Qo8M>
- Beuthner, M., Bomnüter, U., & Kantara, J. A. (2022). *Risiken. Krisen. Konflikte. Herausforderungen und Perspektiven medialer Vermittlungen*. Springer VS.
- Beuthner, M., Bomnüter, U., & Kantara, J. A. (2022). Risiko- und Krisenkommunikation auf dem Prüfstand: Herausforderungen für eine überfällige Qualitätsinitiative. In Beuthner, M., Bomnüter, U., & Kantara, J. A. (Hrsg.) *Risiken. Krisen. Konflikte. Herausforderungen und Perspektiven medialer Vermittlungen*, 1-23. Springer VS.
- Beuthner, M., Bomnüter, U., Pliquet, C., & Ulbrich, K. (2022). *Reformulation and Recontextualization – Processes and Logics of Journalistic and Prosumeric Risk and Crisis Communication during the COVID-19 Pandemic*. Extended Abstract on the submission to the 73rd International Communication Association Conference.
- Beronneau, G. (2022). *Fashion and Sustainability, artefakte 04*. Heidelberger Hochschulverlag, 1st edition 2020, ISBN: 978-3942-648-41-7
- Biehl, B. (2022). *The Diva, la Traviata, the Gendered Spectacle: Marina Abramović's 7 Deaths of Maria Callas Composers*. Marko Nikodijević, Marina Abramović. With Music by Marko Nikodijević and scenes of operas by Vincenzo Bellini, Georges Bizet, Gaetano Donizetti, Giacomo Puccini, and Giuseppe Verdi. World premiere: April 1, 2020, at the Bayerische Staatsoper in Munich. Berlin Premiere: April 8, 2022, at the Deutsche Oper Berlin. 100 minutes / no interval. *Business Ethics Quarterly*, 32(4), 681–685. <https://doi.org/10.1017/beq.2022.25>
- Biehl, B., & Kreft, J. (2021). "Born tough", yet vulnerable: Listening to postfeminist podcasts. *Organizational Aesthetics*, 11(1), 5–9. <https://oa.journals.publicknowledgeproject.org/index.php/oa/article/view/261>
- Biehl, B. (2022). Der Kampf mit Emotionen, Selbstbestimmung und Macht. Zukunftsweisende Ideen für Leadership aus der Kreativwirtschaft? Interview von Martin Claßen (people&work) mit Prof. Dr. Brigitte Biehl. *people & work*, 7, 44-49.
- Biehl, B. (2022). Frauen und Führung: Geschlechterstereotype und unsichtbare Barrieren aus Sicht der „Gender in Management“-Forschung. In S. Bergmann & U. Schultz (Hrsg.), *Rechtshandbuch für Frauen- und Gleichstellungsbeauftragte* (S. 1-31). Dashöfer.
- Biehl, B. (2022). „You win or you die“: Von TV-Serien für Führungskommunikation lernen, *people & work*, 4, 42-47.

- Biehl, B.** (2022). Aus Filmen für Führung lernen – ein Gastbeitrag. *Leadership Insiders*. <https://www.leadership-insiders.de/aus-filmen-fuer-fuehrung-lernen-ein-gastbeitrag/>
- Biehl, B.** (2022.) Gender und Leadership. Zukunftsweisende Führung (32671), Teil 3. *Studienbrief, Fakultät für Wirtschaftswissenschaft, FernUniversität in Hagen*, (118 Seiten).
- Biehl, B.** [ZLI.Videoteam]. (2022, 28. Februar). *GENDER UND LEADERSHIP- Frauenfeindlichkeit von Frauen*. [Video]. Videoportal FernUniversität in Hagen. <https://video.fernuni-hagen.de/Play/4078>
- Biehl, B.** [ZLI.Videoteam]. (2022, 28. Februar). *GENDER UND LEADERSHIP- Neoliberaler Feminismus*. [Video]. [Videoportal](https://video.fernuni-hagen.de/Play/3856) FernUniversität in Hagen. <https://video.fernuni-hagen.de/Play/3856>
- Biehl, B.** [ZLI.Videoteam]. (2022, 09. März). *GENDER UND LEADERSHIP- Sprache und Führung*. [Video]. Videoportal FernUniversität in Hagen. <https://video.fernuni-hagen.de/Play/4077>
- Biehl, B.** [ZLI.Videoteam]. (2022, 09. März). *GENDER UND LEADERSHIP- Wohlwollender Sexismus*. [Video]. [Videoportal](https://video.fernuni-hagen.de/Play/4078) FernUniversität in Hagen. <https://video.fernuni-hagen.de/Play/4078>
- Biehl, B.** [ZLI.Videoteam]. (2022, 09. März). *GENDER UND LEADERSHIP- Intersektionalität*. [Video]. [Videoportal](https://video.fernuni-hagen.de/Play/4075) FernUniversität in Hagen. <https://video.fernuni-hagen.de/Play/4075>
- Biehl, B.** [ZLI.Videoteam]. (2022, 09. März). *GENDER UND LEADERSHIP- LGBTQIA+ und Führung*. [Video]. [Videoportal](https://video.fernuni-hagen.de/Play/4076) FernUniversität in Hagen. <https://video.fernuni-hagen.de/Play/4076>
- Biehl, B.** [ZLI.Videoteam]. (2022, 10. März). *GENDER UND LEADERSHIP- Aussehen und Kleidung*. [Video]. Videoportal FernUniversität in Hagen. <https://video.fernuni-hagen.de/Play/4074>
- Bisges, M.** (2022). *Die persönliche geistige Schöpfung zwischen Rechtsprechung und Medienpsychologie - Eine Empirische Untersuchung*. Nomos.
- Bohne, H.** (2022). Internal Branding. In D. Buhalis (Hrsg.), *Encyclopedia of tourism management and marketing*. Edward Elgar Publishing Ltd.
- Bohne, H.** (2022). Cooperative Hotel HR Management. In D. Buhalis (Hrsg.), *Encyclopedia of tourism management and marketing*. Edward Elgar Publishing Ltd.
- Bohne, H.** (2022). Hotel HR Strategies. In D. Buhalis (Hrsg.), *Encyclopedia of tourism management and marketing*. Edward Elgar Publishing Ltd.
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Annex II: Active Contributions and Participations in 2022

Prof. Katrin Androschin

Active Contributions:

- 2022 Assessor for the Wissenschaftsrat (German Council for Science) for an institutional re-accreditation of a University of Applied Sciences
- 2022 Expert Juror, Innovation Funding Programme »Creative Impact« of Austria Wirtschaftsservice (aws), the Promotional Bank of the Austrian Federal Government, Bundesministerium für Digitalisierung und Wirtschaftsstandort Österreich
- Member of the 2022 Commission for the funding of innovative spaces »Dritte Orte« of the Protestant Church Berlin-Brandenburg-schlesische Oberlausitz (EKBO)

Participation:

- Documenta Fifteen: The 15th edition of documenta, a contemporary art exhibition in Kassel, Germany for 100 days , July 4./5. 2022, <https://documenta-fifteen.de/>
- "ruangrupa: "We want to create a globally oriented, collaborative and interdisciplinary art and culture platform that will remain effective beyond the 100 days of documenta fifteen. Our curatorial approach strives for a different kind of collaborative model of resource use—in economic terms but also with regard to ideas, knowledge, programs and innovations."
- 12 international second semester students of the Master Strategic Design were guided by Prof. Katrin Androschin and Prof. Julia Leihener, to explore the exhibition Kassel for 2 days (4.- 5.7.2022). The goal was to critically debate and learn from the artworks and installations in order to make transfers to the Strategic Design approach.

Prof. Dr. Arta Ante

Active Contributions:

- o DAAD Research Grant for Argentinian Professor for a three-month stay at the Institute for Cultural Diversity Studies (ICDS) Prof. Dr. Fabiola de la Precilla (Facultad de Artes, Universidad Nacional de Córdoba, Argentina) is a visiting scholar at our Institute for Cultural Diversity Studies from May to July 2022. Prof. de la Precilla will teach in the area of Creativity and Cultural Diversity and will conduct research with Prof. Dr. Arta Ante on the project: "Artivism (Art +Activism) and Socially Engaged Art: A Comparative Analysis of Artistic Performances in Argentina, Chile and Berlin and their Impact on New Discourses and Social Movements". She will be based in Prof. Arta Ante's offices in BSDC and BSM at SRH University of Applied Sciences Berlin Participation.

Participations:

- o Participation in events in cooperation with our Guest Researcher Prof. Dr. Fabiola de la Precilla
- o June 4th-5th, 2022: Group exhibition "*Color Conextion*" at Cocón Coloré, 'Bildende Kunst, Performance, DJ. Artistic-intercultural event.
- o July 20th-August 10th, 2022: "Chroma-Crono-Topos." Dr. Fabiola de la Precilla curator, exhibitor and editor of curatorial texts. Exhibiting artists: Fabiola de la Precilla (painting, drawings and engravings), Julieta Abdon (painting) and Vanesa Harbek (painting), Embassy of the Argentine Republic in Berlin. Cf. cultural calendar
- o DAAD guest Prof. Dr. Fabiola de la Precilla (UNC, UPC, Argentina). Creative workshop: "Seminar: Project-oriented work. Phases of the creative process. From the idea, the sketch, the plastic experiments to the final design".
- o Lecture by Prof. Dr. Fabiola de la Precilla (UNC. Córdoba, U.N. La Plata, Buenos Aires, Argentina). "*Performance and Artivism. Feminisms movements of the XXI century. Study cases: Argentina and Chile*" at SRH University of Applied Sciences Dresden,
- o Lecture by Prof. Dr. Fabiola de la Precilla (UNC. Córdoba, U.N. La Plata, Buenos Aires, Argentina). "*Performance and Artivism. Feminisms movements of the XXI century. Study cases: Argentina and Chile and their impact in Germany (Berlin) at the SRH University of Popular Arts.*"

Prof. Dr. Hannes Antonschmidt

Active Contribution:

- o AIEST Annual Conference 2022. *Spaces, places, and sports: Designing sustainable experiencescapes in destinations*. Cologne, Germany, August 28 - 31, 2022

Prof. Bene Aperdannier

Active Contribution:

- Singposium 2022, panel discussion „Casting Show“

Outstanding scientific and/or artistic achievements:

- Arrangements and performance: Lily Dahab Band + Sinfonieorchester Berlin, Berliner Philharmonie, March 2022

Prof. Dr. Gesa Beck

Active Contributions:

- Topic coordinator of the topic “Circular Materials” at the Conference Material Science and Engineering (MSE 2022), Darmstadt, September 2022
- Organization and chair of 6 online meetings of the DGM technical committee “Circular Materials”
- Organization of the Colloquium of the Berlin School of Technology at SRH Berlin University of Applied Science, every second Wednesday per months
- Recycling of Glass and Silicon Cells of PV System, Alan D’Souza, Lukas Adamietz, Hartmut Bruhm, Bum-Ki Choi, Alexander Czinki, Fabian Diaz, Himanshu Khadse, Arantza Ramirez, Gesa Beck, Presentation on the Conference Material Science and Engineering (MSE 2022), Darmstadt, September 2022
- Recovery of Tantalum from Printed Circuit Boards IRETA2 – an overview, B. Choi, B. Domínguez, H. Khadse, A. Kunkel, S. Maier, S. Nagarajan, T. Necke, S. Neuhaus, J. Rossa, F. Sauer, O. Schulz, S. Vorweg, C. Walls, G. Beck, Presentation on the Conference Material Science and Engineering (MSE 2022), Darmstadt, September 2022
- Tools for Assessing the Sustainability of Recycling Technologies with the example of the IRETA2 Project, C.Walls, B. Choi, H. Khadse, A. Kunkel, S.Maier, S. Nagarajan, S. Neuhaus, F. Sauer, O. Schulz, S.Vorweg, R. Peche, T. Pitschke, G. Beck, Presentation on the Conference Material Science and Engineering (MSE 2022), Darmstadt, September 2022
- Life cycle assessment of municipal solid waste management: A Comparative Study of RDF production in Ghana, Khadija Sarquah, Beck, Gesa, Satyanarayana Narra, Nana Sarfo Agyemang Derkyi and Michael Nelles, Presentation on the Conference Material Science and Engineering (MSE 2022), Darmstadt, September 2022
- Comparative analysis of direct electrolysis vs. two-step electrolysis for metal recovery from NMC111 battery cathodes, Pavan Baragur Sandesh, Adriana Bernal, Anna Smith,

Gesa Beck, Poster on the Conference Material Science and Engineering (MSE 2022), Darmstadt, September 2022

- Techno-Socio-Ecological Analysis of Delamination Solvents for Photovoltaic Cells, Alan D'souza, Arantza Ramirez, Bum-Ki Choi, Himanshu Khadse, Gesa Beck, Poster on the Conference Material Science and Engineering (MSE 2022), Darmstadt, September 2022
- Sustainability Analysis of Metallized PC/ABS Recycling, Almy Ruzni Keumala Putry, Adriana Bernal, Wilhelm Kraft, Markus Krall, Gesa Beck, Poster on the Conference Material Science and Engineering (MSE 2022), Darmstadt, September 2022

Outstanding scientific and/or artistic achievement:

- Initiation and chair of the technical committee "Circular Materials" of the DGM (German Materials Society) with international visibility and new conference topics in the international Materials Week 2021 and the international Material Science Engineering 2022

Prof. Dr.-Ing. Torsten Becker

Active Contributions:

- Supply Chain Strategies Summit, presentation on Supply Chain Strategies in the VUCA World, November 8th, 2022, Berlin

Prof. Dr. Michael Beuthner

Active Contributions:

- Research Consortium Meeting "Optimising risk and crisis communication of governments, authorities and public health institutions (MIRKKOMM)", 02. May 2022, German Federal Institut for Risk Assessment, Berlin
- Research Consortium Meeting "Optimising risk and crisis communication of governments, authorities and public health institutions (MIRKKOMM)", 15. June 2022, German Federal Institut for Risk Assessment, Berlin
- Advisory Board Meeting "Optimising risk and crisis communication of governments, authorities and public health institutions (MIRKKOMM)", 16. June 2022, German Federal Institut for Risk Assessment, Berlin
- Research Consortium Meeting "Optimising risk and crisis communication of governments, authorities and public health institutions (MIRKKOMM)" 09. August 2022, German Federal Institut for Risk Assessment, Berlin

- Advisory Board Discussion "Optimising risk and crisis communication of governments, authorities and public health institutions (MIRKKOMM)" 9 November 2022, MS Teams, Quality Control of the six research parts
- Concept-Workshop *#Crisis everyday – communication in the Covid-19 pandemic*, together with German Federal Institute for Risk Assessment, Museum for Communication and Garamantis, 05. September 2022, Museum for Communication, Berlin
- Design-Workshop *#Crisis everyday – communication in the Covid-19 pandemic*, preparation for an exhibition at the Museum for Communication, Berlin, in cooperation with research consortium "Optimising risk and crisis communication of governments, authorities and public health institutions (MIRKKOMM)", Garamantis and professors and students of BSCD, 17. October 2022, Berlin School of Design and Communication
- Presentation-Workshop *#Crisis everyday*, preparation for an exhibition at the Museum for Communication, Berlin, in cooperation with research consortium "Optimising risk and crisis communication of governments, authorities and public health institutions (MIRKKOMM)", Garamantis and professors and students of BSCD, 29. November 2022, Berlin School of Design and Communication
- Media-Project "SO FERN, SO NAH" (So Far Away, So Close), production of a video-podcast about the war in the Ukraine, 9 episodes, talks with media experts and refugees, Berlin, April -July 2022, presented on SRH Instagram and YouTube, f. e.
 - https://www.youtube.com/watch?v=RPL_3lYNhpl
 - <https://www.youtube.com/watch?v=hnHpKqyLWF0&t=16s>
 - <https://www.youtube.com/watch?v=V2VR9ZPZqZg&t=2s>
 - https://www.youtube.com/watch?v=plf7BfY_jA4
- Climate-Fiction-SortFilms, jury member, series of three short fiction films about climate change, discussion about scripts and production-concepts, in cooperation with Helmholtz Verbund Regionale Klimaänderung und Mensch (REKLIM), Alfred-Wegener-Institut für Polar und Meeresforschung

Participation:

- „LOVE STORM“ – Media coverage (together with Prof. Rolf Teigler and students) of a classical concert in the Berlin philharmonic, including the presentation of the art-installation „Love Strom“ by german artist Mia F. Weiss. Berlin, 01. October 2022, in cooperation with Gesellschaft für Deutsch-Chinesischen Kulturellen Austausch e.V., f. e. <https://vimeo.com/743354110>

Prof. Dr. Brigitte Biehl

Active Contributions:

- Organized an international academic conference with 300 Participants
- Biehl, B. & Weibler, J. & Referat Chancengerechtigkeit & Gleichstellungsstelle (2022) Jenseits von Wonder Woman und Superman - Forward-looking leadership in film and series, online conference on the occasion of International Women's Day, FernUniversität in Hagen March, 3rd, 2022.. <https://www.fernuni-hagen.de/gleichstellung/veranstaltungen/zukunftsweisende-fuehrung.shtml>
- Conference streams in international management conference
- Satama, S., Biehl, B. & Helin, J. (2022) Vulnerability and Embodied Experience in Organizations, 38th EGOS (European Group for Organizational Studies) colloquium: 2022 The Beauty of Imperfection (Conference Stream 66), WU Wirtschaftsuniversität Wien, July, 7th-9th, 2022..
- Biehl, B., Weibler, J. & Kreft, J. (2022) Gendered emotionality and vulnerability: Female entrepreneurial role models 38th EGOS (European Group for Organizational Studies) colloquium: 2022 The Beauty of Imperfection, WU Wirtschaftsuniversität Wien, July, 7th, 2022.
- Hassan, A. & Biehl, B. (2022) محترمة Worthy of Respect: Using feminist arts-based methods in organizations. GWO Gender, Work & Organization 12th International Interdisciplinary Conference, Bogota "A decolonial view beyond borders"; University of Bogota (online), June, 23rd, 2022.
- Biehl, B. (2022) Film und Führung: Ästhetik, Erfahrungslernen und Rollenmodelle in Game of Thrones. Jenseits von Wonder Woman und Superman - Forward-looking leadership in film and series, online conference on the occasion of International Women's Day., FernUniversität in Hagen, March 3rd, 2022.
- Biehl, B., Nodge, N. & Wünsch, U. (2022) Cultural and Creative Industries in Germany. "Skills, Employability, Sustainable Development for the Humanities – SESDH" Evaluation Meeting, University of Dar es Salaam, College of Humanities, Tansania, October, 4th, 2022.
- Biehl, B. (2022) Gender and Leadership: Hidden Barriers – Theories and Concepts from Management Studies, Seminar "Leadership in Contemporary Working Life", University of Turku, Finland (Zoom), November 11th, 2022.
- Biehl, B. (2022) Gender und Leadership: Studien und Konzepte aus der Managementforschung. Universität Duisburg-Essen, Fakultät für Wirtschaftswissenschaften, Network meeting on the topic of equal opportunities (Zoom), August 23rd, 2022.

- Biehl, B. (2022) Gender und Leadership: Frauen als Spektakel. Fakultät für Wirtschaftswissenschaft, Fernuniversität in Hagen (Zoom), March, 1st, 2022.
- Biehl, B. (2022) Gender und Leadership: Fallstricke und Konzepte aus der Managementforschung. Themenabend, European Women in Management EWMD Germany (Zoom), February, 22nd, 2022.
- Biehl, B. (2022) Leadership as an Art. Kreative Ansätze für Führung in Zeiten hoher Dynamik und Unsicherheit. Universitätsspital Basel, CAS Accompanying change processes in healthcare organizations. July, 13th, 2022.

Participations:

- "Fluidity" <https://www.srh-berlin.de/en/projects/berlin-school-of-popular-arts/2022/fluidity/>
- "Kunstorm" in Hotel die Fabric

Outstanding scientific and/or artistic achievements:

- Brigitte Biehl was offered a guest professorship for Gender and Queer Studies at FernUniversität in Hagen which she fulfilled successfully.

Prof. Dr. Hartwig Bohne

Active Contributions:

- Bohne, H./Weber, I. (2022): *Regional tea culture, tea-themed hotels and tea creativity*, CREATOUR AZORES/ GISU Smart cities and tourism symposium: Creative Tourism, regenerative development, and destination resilience, November 2022, Ribeira Grande
- Bohne, H. /Vink, L. (2022): *Tea and senses*, EuroChrie conference 2022, October 2022, Apeldoorn
- Bohne, H. (2022): *European Tea Culture*, European Tea Research Conference, April 2022, Prague

Outstanding scientific and/or artistic achievement:

- Head of International Working Group of International Tea Tourism since October 2022

Prof. Dr. Claudia Bünthe

Active Contributions:

- PwC conference Next Digital Leader Summit 2nd of December 2022 – podium discussion guest
- Adobe Summit, online, March 2022 - key opinion leader
- M&S#3 EXCELERATOR Forum, 29th of March 2022 - Key Note: AI - the future of marketing
- 14. Kölner Wissensforum, March 2022 – Key Note: Künstliche Intelligenz im Marketing Top oder Flop?

Prof. Sebastian Denz

Active Contributions:

- Artistic group exhibition Hola Utopia, Helmkehof, Hanover, Germany

Prof. Dr. Cordelia Friesendorf

Active Contributions:

- July 6th, 20.2: Conference on Hamburg Ventures, Organiser Hamburg Invest, Hafen-City, Hamburg
- August 2nd, 20.22: Minimum-Viable-Produkt-Ansatz in Innovationmanagement, Konzepterstellung, Conference of Hamburg Invest, Hamburg
- September 26th, 2022: Conference Thuringia – India Business and Science Delegation Exchange, Embassy of Germany in New Delhi – India
- September 27th, 2022: Conference of University Exchange and Scientific Partnerships, Jamia Millia Islamia University, New-Delhi-India
- September 28th, 2022: German-India Roundtable on Digital Solutions and Innovation, Coimbatore Chapter, Coimbatore – India
- September 29th, 2022: Healthcare Innovation, Panel Discussion at Serum Institute of India, Pune-India
- September 30th, 2022: German-Indian Business Ventures, AHK, Mumbai-India
- October, 6th, 2022: Conference and Workshop 37. Ladies Logistics Lounge: Das deutsche Lieferkettengesetz: Traum oder Albtraum der CEO?
- November, 3rd, 2022: Start-Up Strategies in AI, Moderation with AI Start-up Hub, In partnership with ARIC, Hamburg
- November 22th, 2022: Panel Discussion with Oliver Stork, Managing Director, Accenture in Partnership with SRH Campus Hamburg, Hamburg

- December 19th, 2022: ESG und SDG: Strategy development and implementation for Motherland in Hamburg

Participations:

- Künstliche Intelligenz Summit in Hamburg <https://ki-summit.hamburg/ki-summit-2022/>, November 2022
- Innovationskontakt Stelle, IHK Konferenz zu Fairem Handel, November 2022
- Conference on Entrepreneurship and Venture Capitalists, Hamburg Invest, November 2022
- Make-in-India Konferenz, Indischer General Konsulat Hamburg, December 2022

Prof. Dr. Susanne Gellweiler

Participation:

- European Tea Culture Research Workshp in Prague from April 27th to April 29th, 2022

Prof. Dr. Katrin Girgensohn

Active Contributions:

- "Writing Center Research as Empowerment – Experiences from The Writing Center Exchange Project (WCEP)". Wissenschaftlicher Workshop gemeinsam mit Anne-Marie Eriksson (Chalmers University, Schweden) und Íde O'Sullivan (University of Limerick, Ireland). Conference of the European Writing Centers Association (EWCA), July 7th, 2022.
- Reading "Die guten Zeiten haben Risse" mit S.C.H.R.E.I.B.Kraut, September 19th, 2022 Kulturbahnhof Biesenthal
- Segeberger Kreis, Creative Writing Conference, Jahrestagung „Ich hätte singen sollen... Jetzt: Lyrik“, 17.-20.-3.2022, Working and writing group „Auf Verses Füßen“.

Prof. Dr.-Ing Ronald Glasberg

Active Contribution:

- Presentation of „Search Engine & Video-Genre Classification“ auf der Internationalen Funkausstellung in Berlin im Rahmen des „IFA Next Innovation Engine 2022“ Events

Prof. Dr. Christine Gockel

Active Contributions:

- Gockel, C., Köhler, R. S., & Bravo, K. Q. (2022). *The interplay of psychological safety and humor in teams*. Presentation give at the 52nd Congress of the German Psychological Society (DGPs), Hildesheim, Germany.
- Bravo, K. Q., Bachmann, Th., & Gockel, C. (2022). *How is team psychological safety created in shared leadership teams*. Presentation give at the 52nd Congress of the German Psychological Society (DGPs), Hildesheim, Germany.
- Gerlach, R. & Gockel, C. (2022). *Pflegekräfte in psychologisch sicheren Teams erleben weniger emotionale Erschöpfung während der Covid-19-Pandemie*. Poster presented at the 52nd Congress of the German Psychological Society (DGPs), Hildesheim, Germany.
- Gockel, C., Köhler, R. S., & Bravo, K. Q. (2022). *The interplay of psychological safety and humor in teams*. Presentation give at the 17th Annual INGRoup Conference, Hamburg, Germany.

Prof. Dr. Alexander Iliev

Active Contributions:

- Conference on Mechanics, Computers and Electrics (ICMECE 2022), 6th-7th October 2022, Barcelona, Spain
- Digital Presentation and Preservation of Cultural and Scientific Heritage, September .2022, Burgas, Bulgaria

Participations:

- Conference on Mechanics, Computers and Electrics (ICMECE 2022), 6th-7th October 2022, Barcelona, Spain
- Digital Presentation and Preservation of Cultural and Scientific Heritage, September .2022, Burgas, Bulgaria

Prof. Dr. Jens Junge

Active Contributions:

- 3sat. (2022, Januar 8). Board Games – Die Welt der Brettspiele. Jens Junge u.a. [Video].Mediathek.
<https://www.3sat.de/gesellschaft/laendermagazin/laendermagazin-vom-8-januar-2022-100.html>
- Deutschlandfunk. (2022, April 21). Self-Service im Einzelhandel – Wenn Kunden mitarbeiten müssen. [Artikel und Radiobeitrag].
- <https://www.deutschlandfunk.de/wenn-kunden-mitarbeiten-muessen-100.html>

- Musikfestival Bern. (2022, April 28). Unvermittelt – Der Zufall in der Musik. [Article and Radio report]
https://musikfestival.rokfor.ch/asset/1144/11244/01_Sprechstunde_Zufall.mp3?backend=true
- Börsenblatt. (2022, Mai 19). Standardisierte Metadaten für Brettspiele. [Article].
<https://www.boersenblatt.net/news/buchhandel-news/standardisierte-metadaten-fuer-brettspiele-240827>
- SRF. (2022, Mai 28). Das Spiel ist immer ein Dialog mit der Welt. [Radio report]
<https://www.srf.ch/audio/echo-der-zeit/das-spiel-ist-immer-ein-dialog-mit-der-welt?partId=12198521>
- Flensburg Journal. (2022, Juli 14). Der Spiele- und Comic-Professor. [Article]
<https://flensburgjournal.de/jens-junge-der-spiele-und-comic-professor/>
- dpa-Meldung. (2022, Juli 21). Partyspiele für größere Runden. [Agency articles in numerous newspapers and online portals]
<https://www.zeit.de/news/2022-07/21/sieben-partyspiele-fuer-groessere-runden>
- 3sat. (2022, September 15). Scobel – KI und der Spieltrieb. [TV-Sendung, Mediathek]
<https://www.3sat.de/wissen/scobel/scobel---ki-und-der-spieltrieb-100.html>
- DB mobil. (2022, Oktober 4). Spiel als Dialog mit der Welt. [Article]
https://dbmobil.de/fileadmin/dbmobil/Default/interactive_magazines/ausgabe-10-2022/html5.html#/54
- dpa-Meldung. (2022, Oktober 6). Brettspiele als Ventil für die Gesellschaft. [Agency report in numerous daily newspapers]
- <https://www.sueddeutsche.de/leben/familie-messe-spiel-22-brettspiele-als-ventil-fuer-die-gesellschaft-dpa.urn-newsml-dpa-com-20090101-221006-99-25679>
- RCADIA. (2022, November 4). Tagung der Forschungsstelle für eSport-Recht. [Video]
<https://www.esport-recht.de/4-tagung-der-forschungsstelle-fuer-esport-recht>
- arte TV. (2022, November 6). Verspielen wir unser Leben? [TV-Sendung]. Mediathek.
<https://www.arte.tv/de/videos/104841-010-A/verspielen-wir-unser-leben/>
- tomatolix. (2022, November 20). Selbstexperiment Pro-Gamer. [Video]. Youtube.
https://www.youtube.com/watch?v=r7w_MSjQ3gg
- drehscheibe. Bundeszentrale für politische Bildung. (2022, Dezember 5). Mit Spielen denken wir uns die Gesellschaft anders. [Article]
<https://www.drehscheibe.org/interview/spielen-jens-junge.html>
- Jesuiten. Spiel. (2022, Dezember 8). Die Gesellschaft spielend verändern. [Article]
<https://www.jesuiten.org/wir-jesuiten/unser-magazin>
- ttt - titel, thesen, temperamente, ARD. (2022, Dezember 11). Warum der Mensch spielen muss. [TV-Sendung]. Mediathek.

<https://www.daserste.de/information/wissen-kultur/ttt/sendung/sendung-dezember-hr-ttt-106.html>

- Tagesschau, ARD. (2022, Dezember 22). Brettspiele – Der Hype in Deutschland. [TV report]. Youtube.
https://www.youtube.com/watch?v=FykMel_dNYM

Prof. Pepe Jürgens

Participations:

- March 2nd-3rd, 2022: Gatsby Conference, World in Numbers
- October 25th, 2022: NextJs Conference
- November 11th, 2022, World Usability Day | Berlin 2022, Design in Healthcare & Well

Prof. Dr. Ralf Kemmer

Active Contributions:

- Real Estate Brand, European Real Estate Institute, Jury Member, Advertising Award
- Real Estate Brand Academy, Brand/ESG Workshop
- People and Culture Festival, medianet, representing SRH University Berlin
- Angels Camp, Reaktor Berlin, Speech and Failure Workshop
- Zukunft Personal, Messe, New Work Fuckups,, Speech und Moderation,
- Keine Angst Festival, Kulturmarkthalle, Fuckup Night Moderation

Participations:

- Young+Restless: Fehlerkultur – Kulturwandel – Firmenkultur, Podium Diskussion LudiX Day: Leadership, Cultural Transformation and Game Thinking Conference, HWR Berlin
- Kick-off event for the dialog series "Mehr Transformation wagen!", Landesvertretung Rheinland-Pfalz
- Award Ceremony: Digitale Orte im Land der Ideen 2022

Prof. Robert Keßler

Active Contributions:

- Robert Keßler Trio: Orania Berlin 19.3.2022/ 17.9.2022/ 15.10.2022/10.12.2022
- Klangfarben Greifswalder Dom 29.10.2022, b- flat Berlin 6.1.2022/ 27.10.2022, Zig Zag Berlin 26.10.2022

- Johny Cash Tribute: Wintergarten 24.10.2022
- Thärichens Tentett: Agathenburg 7.10. 2022, Jazzfest Delmenhorst 8.10.202, Benefizkonzert
- Potsdam 25.08.2022, UDK Sendesaal 7.4.2022
- Streamline Orchestra: Halle 18.8.2022, b-Flat 24.6.2022, Brieselang 18.6.2022, Berlin 7.5.2022
- SOPA Bandcamp: Dozentenkonzert 8.7.2022
- Oscars Delight: SPD Spargelfahrt 21.6.2022
- Trio Mayence: Berlin 11.6.2022, Berlin 28.5.2022
- Vocal Invitation: Berlin Hyatt 22.09.2022, Berlin Adlon 23.09.2022, Schloss Köpenick 24.09.2022, Berlin 2.7.2022, Berlin 29.6.2022, Berlin 1.6.2022
- Klezmeyers Ars Legendi Medienpreis 01.07.2022
- Bernd Spanier Trio feat. Peter Weniger B-flat 20.5.2022

Himanshu Dilip Khadse

Active Contributions:

- DECHEMA Annual Meeting of ProcessNet Specialist Groups, Bamberg, Germany
- DGM Material Science Engineering (MSE) conference, Darmstadt, Germany
- Session Chair for " Recycling of Technology Materials from WEEE" at DGM Material Science and Engineering Conference, Darmstadt, Germany

Participation:

- InterSolar Exhibition, Munich, Germany

Prof. Dr. Marcus Kleiner

Active Contributions:

- October 19th, 2022 The silent path of innovation: A24 as a role model for international film distribution, International Distribution Summit Köln, Vortrag im Rahmen des „International Distribution Summit“ (19th-20th October, 2022) Veranstalter: AG Verleih / IDS, Jetzt & Morgen / IDS
- October 10th, 2022: Streamland: Netflix und Demokratie, Universität Mannheim, Mannheim Organizer: Universität Mannheim, Faculty of Social Sciences, Department of Political Science, Chair of Political Science - Political Sociology (Prof. Dr. Rüdiger Schmitt-Beck)

- March 8th, 2022: Zwischen toxischer Männlichkeit und Männlichkeit als Krisenerfahrung: Führung am Beispiel von Clans, FernUniversität Hagen Digital, Vortrag im Rahmen der Tagung „Jenseits von Wonder Woman und Superman – Zukunftsweisende Führung in Film und Serien (08.03.2022) Organizer: FernUniversität Hagen, Faculty of Economics, Equal Opportunities Department, Equal Opportunities Office
- November, 2nd, 2022 These Girls. K/Eine Stimme haben – Künstlerinnen im Deutschrapp SRH Berlin University of Applied Sciences. Digital lecture in the framework of the „3. Singposium – Gesangsausbildung in den populären Stilen“ (11.02-12.02.2022) Organizer: SRH Berlin University of Applied Sciences

Prof. Marco Kuhn

Active Contributions:

- CTM and Transmediale Vorspiel 2022 together with students from Computing and the Arts M.A.
- Radio Art Zone – part of the European Capital of Culture Esch2022 for 22h soundart radio piece
- Art's Birthday Radioart stringsextets concert

Participation:

- Superbooth 2022

Prof. Julia Leihener

Active Contributions:

- HPI Design Thinking Research Program: Co-Creation Expert Workshop December 08.-11. 2022, Ahrenshoop, <https://hpi.de/dtrp/programm/uebersicht.html>, opportunities & limitations of design thinking as a strategy for digital transformation. Goal of the 4 day workshop with a group of experienced experts from various fields: Testing framework "pi-process" as diverging and converging process for digital transformation as well as selected strategy toolkit prototypes.
- HPI Design Thinking ImpAct Conference: 15 Years of Design Thinking at HPI, September 15-16th, 2022, Potsdam, <https://hpi.de/dt-impact/home.html>, "As drivers of innovation, the Hasso Plattner Institute and its School of Design Thinking have successfully shaped the future of learning and work. Since its opening in 2007, the HPI D-School has enabled more than 3,000 students to gain an innovative mindset and develop human-centered solutions with an impact. The HPI Academy has trained more

than 10,000 professionals. Let's gather in September to review the highlights of the last 15 years of Design Thinking activities at HPI and discuss how we can further shape business and society with the innovation approach!", Speaker and participation in panel "Design Thinking Hacks for Organizational Transformation", Coaching of workshop "Build Your Design Thinking Hack for Organizational Transformation", <https://hpi.de/dt-impact/program.html>

Participations:

- o June 3rd 2022, International Theatre Amsterdam, Netherlands (<https://www.whatdesigncando.com/events/wdcd-live-amsterdam-2022/>) A call for optimism: A series of expert talks and interactive debates by activists, innovators and creators on sustainability, gender, climate, fashion ect. Circular Design Jam: Active participation at a co-creative workshop reimagining our products and services, <https://www.whatdesigncando.com/events/wdcd-live-amsterdam-2022/programme/>
- o Documenta Fifteen: The 15th edition of documenta, a contemporary art exhibition in Kassel, Germany for 100 days, July 4./5. 2022, <https://documenta-fifteen.de/> "ruangrupa: "We want to create a globally oriented, collaborative and interdisciplinary art and culture platform that will remain effective beyond the 100 days of documenta fifteen. Our curatorial approach strives for a different kind of collaborative model of resource use—in economic terms but also with regard to ideas, knowledge, programs and innovations." 12 international second semester students of the Master Strategic Design were guided by Prof. Katrin Androschin and Prof. Julia Leihener, to explore the exhibition Kassel for 2 days (4.- 5.7.2022). The goal was to critically debate and learn from the artworks and installations in order to make transfers to the Strategic Design approach.

Prof. Robert Lingnau

Active Contributions:

- o Lingnau, Robert (2022). Music Production in a Nutshell. Six episodes of video tutorials on music production with a duration of approximately one hour each as well as a library of native African percussion sounds, accompanied by on-location video shootings, for public use as a collaborative outcome of our DAAD-Project "SESDH" in cooperation with the University of Dar es Salaam, Tanzania
- o 14 students and one staff member from the University of Dar es Salaam (UDES), Department of Creative Arts, visited the SRH School of Popular Arts (SOPA) from August 01 to August 05, 2022, aiming at meeting staff and students of the SOPA to discuss the progress of the project "Skills, Employability, Sustainable Development for

the Humanities“ as well as findings. By using music samples collected in Tanzania, joint groups of Students from UDES and SOPA created and produced five individual songs which were then performed publicly in school.

Natalie Michalik

Participations:

- Workshop for young scientists of the AOW group, Rostock, September 2022
- 52nd Congress of the German Psychological Society (DGPs), Hildesheim, Germany, September 2022

Prof. Regine Provedi

Active Contributions:

- Organisation with Prof. Dr. Beuthner: PRESSEBALL Interviews & reports / Berlin: With the SOPA students from Journalismus/Film & Fernsehen

Prof. Lars Roth

Active Contributions:

- Roth, L. (2022) On Scene, Cooperation and Exhibition with Internationale Filmfestspiele Berlin (Berlinale) and MPB US INC

Prof. Dr. Agnes Schipanski

Active Contribution:

- Society of Photo-Optical Instrumentation Engineers (SPIE)

Participations:

- Electronic Imaging, Mobile Devices and Multimedia: Technologies, Algorithms & Applications 2022
- Society of Photo-Optical Instrumentation Engineers (SPIE)

Prof. Marc Secara

Active Contributions:

- SINGPOSIUM 2022, Speaker and scientific director, moderator of the panel discussion

Participations:

- Speaker at Annual conference of the Association of German Vocal Teachers, presenting the new curriculum for teaching singing at German music schools
- Researcher on the topic "Singing-based breathing therapy in long and post COVID" together with the Unfallkrankenhaus Berlin and the University for Medicine Greifswald

Prof. Dr. Nadja Sennewald

Active Contributions:

- "Reflexionen – ein Überblick". Presentation at Conference of Gesellschaft für Angewandte Linguistik e.V. (GAL), Sektion Schreibwissenschaft, Julius-Maximilians-Universität Würzburg, September 28th – September 30th 2022
- "Writers' Types, Writing Strategies". Presentation at European Association of Creative Writing Programmes (EACWP). XVI Symposium. ArtEZ University of the Arts, Arnhem, The Netherlands, October 12th – October 14th 2022

Prof. Dr. Farzaneh Soleimani Zoghi

Participation:

- Soleimani Zoghi, F. (2021). "a Seminar on Complaint Management", In cooperation with Bahcesehir University (Turkey). Funded by ERASMUS Mobility.

Prof. Dr. rer. pol. Christina Stecker

Active Contribution

- Lecture "Taking responsibility through competence development". Conference of the Network SME - Health Competence: Responsibility and Identification - How does health culture succeed in the company? AOK Nordost, DGB and UVB, Berlin, Aug. 31, 2022.
- Online Host 31st Rehabilitation Science Colloquium HYBRID, German Congress for Rehabilitation Research "New Ways, New Opportunities", Deutsche Rentenversicherung Bund, German Society for Rehabilitation Science (DGRW), Münster/Hybrid
- Rapid Session "Economic Benefits of Rehabilitation Measures: Calculation of return on investment based on differential effects", 07.03.2022.
- Discussion forum "How can the interaction between companies and the rehabilitation system be strengthened?", 07.03.2022.

- Satellite event "'Forest bathing' as a 'green space' intervention - Is there clinical evidence for psychosomatic rehab?", 08.03.2022.
- Research-Practice Dialogue "New knowledge for practice: the evolution of vocational rehabilitation", 03/09/2022.
- Poster session FNA Annual Conference 2022 "The social security of disability: developments, status quo and perspectives", Forschungsnetzwerk Alterssicherung (FNA), Berlin/Hybrid, 10-11.02.2022.

Participations:

- Annual Meeting FIS Forum 2022 and Social Policy Biennale (Bremen/digital). Fördernetzwerk Interdisziplinäre Sozialpolitikforschung (FIS), hybrid event, Bremen/Digital, 05.- 07.10.2022.
- First expert conference of the WG Program Evaluation for the scientific accompaniments in the federal program rehapro "Opportunities and challenges for strengthening participation in working life", Duisburg, 22.-23.09.2022.
- 31st Rehabilitation Science Colloquium HYBRID, German Congress for Rehabilitation Research "New Ways, New Opportunities", Deutsche Rentenversicherung Bund, German Society for Rehabilitation Science (DGRW), Münster/Hybrid, 07.-09.03.2022.
- FNA Annual Conference 2022 "Die soziale Sicherung der Erwerbsminderung: Entwicklungen, Status quo und Perspektiven", Forschungsnetzwerk Alterssicherung (FNA), Berlin/Hybrid, 10-11.02.2022.

Stephan Szuppa

Active Contributions:

- VDMA (German Engineering Federation)
- Expert Group Corporate Foresight: Spring meeting on May 11, 2022 Focus topic sustainability
- Industry Best Practice Sustainability - core competence in Siemens Professional Education and corporate strategy.
- Trendradar SPE: Trend radar approaches and the validity of expert networks and AI therein.
- Virtual competence trainings on sustainability / circular models / digital business models especially differentiation white collar / academic vs. blue collar / skilled workers
- Engineering courses with industry participation within and outside Siemens: develop and apply sustainable technologies.

- Questions, exchange of experiences, discussion

Participations:

- VWI, Associate Member of the Board of the Association of German Industrial Engineers
- VDMA, Expert Group Corporate Foresight

Prof. Rolf Teigler

Active Contributions:

- Teigler, R. (2023, February 10). Events - University of Regensburg. https://www.uni-regensburg.de/philosophie-kunst-geschichte-gesellschaft/kunstgeschichte/aktuelles/index.html?tx_news_pi1%5Baction%5D=detail&tx_news_pi1%5Bcontroller%5D=News&tx_news_pi1%5BhideDatB%5D=0&tx_news_pi1%5Bnews%5D=17908&tx_news_pi1%5BsimpleList%5D=1&cHash=e677ba7585e9e40f9312e4a56b867464
- Three cinematic glimpses into the future: is dystopia cowardly or is utopia naive? Symposium Ecotopias and Dystopias in Art History, Culture and Film, Sept. 22-24, 2022; Institute of Art History, University of Regensburg.
- Three screenplays for Climate-Fiction-Short Films, dramaturgy and production-concepts, in cooperation with Helmholtz Collaborative on Regional Climate Change and Humans (REKLIM), Alfred Wegener Institute for Polar and Marine Research. "LOVE STORM" - Media coverage (together with Film und Fernsehen students) of a classical concert in the Berlin philharmonic, including the presentation of the art-installation "Love Strom" by german artist Mia F. Weiss. Berlin, 01 October 2022, in cooperation with Gesellschaft für Deutsch-Chinesischen Kulturellen Austausch e.V., f. e. <https://vimeo.com/743354110>
- Lecture: "On the Dramaturgy of Short Film"; Workshop "Designing livable futures fictionally"; Nature and Environment Academy NRW (NUA) ; Funding: Federal Ministry of Education and Research

Participations:

- „Den Klimawandel anpacken“ Helmholtz-Verbund Regionale Klimaänderungen und Mensch (REKLIM), WWF Deutschland und Universität Hamburg
- Climate Talks 2022: "From Thule to MOSAiC" 75 years of French and German Arctic Research French Embassy, Berlin, Monday, 12th December 2022, Ambassade de France en Allemagne Malaurie Institute of Arctic Research – Monaco-UVSQ" (MIARC), Université franco-allemande, Université Paris-Saclay, Alfred-Wegener-Institut

Prof. Dr. Anabel Ternès von Hattburg

Active Contributions:

- Model European Parliament, Expert Keynote about Pandemic and Societal/Health Resilience
- WeQ Inspiration Conference, Keynote about Digital Sovereignty
- Hessen Trade & Invest GmbH and FrankfurtRheinMain GmbH, Experts Talk: British-German Synergies in Pharma & Healthcare, Expert Keynote
- Online HR Focus Conference, HR Software Days, Keynote Sustainability is THE key for a sustainable HR Management
- Work & Culture Conference, Bitkom, Keynote Success Factor Leadership - the Way to a Sustainable and Future-Proof Company
- Sales Conference of the AK Vertrieb Bitkom, Keynote Sales between man and machineInternal Expert GIZ und ILO Conference Online Education in Germany, Keynote Structure and development of school education in Germany
- Global Solution Summit, The World Policy Forum, A working session of Task Force 5 T20, Keynote about Inequality, Human Capital, and Well-being
- Opening University Lancaster, Campus Leipzig, Keynote Sustainability in Research and Teaching at Universities
- HWR Female Founders Talk together with BMWI, Talk together with Sophie Chung
- Mission Now Fair, Keynote Sustainable companies need sustainability
- Digital Office Conference Bitkom, Keynote The Digital Office in the Smart World of Work: Bringing Everyone Along!
- DBB Workshop for Women's and Equal Opportunity Officers of the DPoLG, Keynote Making Women Successful and Role Models Visible
- Women in Business, "A Female Tomorrow", LMU Munich, keynote address
- Private Banking and Wealth Management Conference, Keynote Sustainable Finance
- Workshop WIB and BMWI, Keynote Sustainability in dealing with others Sustainability starts with yourself
- hub.berlin, Keynote New Work

- Work in Progress, Keynote Success through Sustainability: The DNA for your FutureGM Conference of Health Promotion Switzerland, keynote and workshop effective internal sustainability communication
- 3rd Sustainability Day Switzerland IFN, Keynote Sustainable Leadership.
- Conference Shaping Change Together. Results, interim balance and outlook of münster.land.leben Keynote "Quo vadis? Visions and trends for health in rural areas".
- Junior Chamber of Commerce Federal Conference, Keynote Successful Leadership
- Impact Festival, Keynote Future-proof companies need sustainability
- Closing event of the project "HANDWERKhochN - Strengthening sustainability in craft enterprises!" Sustainable human resources management - the heart of sustainably successful companies?
- TheGreenCompanyChallenge, Keynote Green Management and Leadership with Passion
- Forum Wirtschaft IHK Rhein-Hunsrück, Keynote Green Leadership
- Intes Unternehmererfolgsforum, workshop co-lead "Lifelong Learning / How does new things come into the world - into my company".
- Family Office Forum Zurich, Keynote Family Compass - What coordinates are a must?
- IWIL 5 Years Anniversary Conference, Keynote Leading with Impact and the limits of sustainable Leadership in times of crisis.
- Mission Now HR Conference, Keynote with Daniel Obst Strategy, Culture, Communication: Why Sustainability Transformation Requires More Expertise.
- Lecture series brainLight Research & Science", Keynote Current challenges in the world of work.

Prof. Thomas Thiele

Active Contributions:

- Media-Project "SO FERN, SO NAH" (So Far, So Close), production of a video-podcast about the war in the Ukraine, 9 episodes, talks with media experts and refugees, Berlin, April -July 2022, presented on SRH Instagram and YouTube, f. e.
- https://www.youtube.com/watch?v=RPL_3LYNhpl
- <https://www.youtube.com/watch?v=hnHpKqyLWF0&t=16s>
- <https://www.youtube.com/watch?v=V2VR9ZPZqZg&t=2s>
- https://www.youtube.com/watch?v=plf7BfY_jA4

Prof. Dr. Ian Towers

Active Contributions:

- 31.3.2021 Organised the Berlin Symposium for Entrepreneurship and Management in Additive Manufacturing. Held online.
- Presentation and workshop at the symposium on the topic Sustainability and Change in Additive Manufacturing

Prof. Dr. Richard von Georgi

Active Contributions:

- Presentation of „Search Engine & Video-Genre Classification“ auf der Internationalen Funkausstellung in Berlin im Rahmen des „IFA Next Innovation Engine 2022“ Events
- Bötsch, I., Herr, J. & von Georgi, R. (2022). Aesthetic Perception and Experience Scale (APES): A Measure of aesthetic sensitivity. 52. DGPs-Kongress. Universität Hildesheim, September: Hildesheim.

Participations:

- 52. DGPs-Kongress. Universität Hildesheim, September: Hildesheim.
- 38. Jahrestagung der Deutschen Gesellschaft für Musikpsychologie (DGM), September: Würzburg

Prof. Ricarda Wallhäuser

Active Contributions:

- Exhibition "Gedankenpflücken" in the Schwäbische Galerie Museum Oberschönenfeld, together with the artist Elisabeth Bader and the artist Stefan Winkler. From July 24 to October 16, 2022

Prof. Markus Wente

Active Contributions:

- Biennale Arte 2022, Venice (Italy), workshop as part of the exhibition's educational program with students from the SRH Berlin University of Applied Sciences.