



Annual Report

2011/12

Edited by
the Chair of Organization,
Human Resources
and General Management
(Prof. Dr. Christiane Hipp)

Brandenburg University of Technology Cottbus

Cottbus, March 2013

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Preface

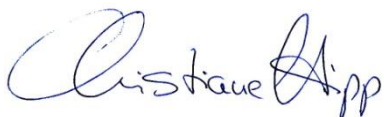
The last two years were characterized by a steadily increasing amount of students, and since funds for teaching are steady, we had to come up with new innovative teaching concepts. We are now on a smooth path and were able - despite of increasing number of students – to maintain a great assistance quality to students by investing in new technologies (video recording of lectures, electronic examinations) and by employing more trained tutors.

In addition to these adaptation efforts and the introduction of new teaching concepts, we were also able to further develop our research topics. Three of our own doctoral candidates defended their theses; other theses were developed in cooperation with the Technical University of Berlin, University of Regensburg and Aalto University in Helsinki. Furthermore, the chair “stayed in Europe”: the second European research project which covers the topic of mixed-age teams in the context of demographic change successfully started.

It is likely that this will be the last annual report we will publish under the name of Brandenburg University of Technology Cottbus. On July 1, 2013, we will no longer exist. Just after having been founded 22 years ago, it is all over again. The successful institutes of the university simply cannot come to terms with this decision.

This annual report is supposed to help document all what we have achieved with small funds within the past two years. We hope you will enjoy reading this third annual report.

A successful new start to all of us, this July, 2013!



Prof. Dr. Christiane Hipp



Team



From left to right:

Silvia Gliem, Nadine Litwin, Dejan Ninkovic, Christiane Hipp, Jadranka Halilovic, Astrid Lange.

Not pictured: Carmen Baumann



Senior professor

Specialization

Christiane Hipp	Univ.-Prof. Dr. rer. pol. habil., Dipl.-Wirtschaftsingenieurin	Organizational development, innovation, services management, human resources management, business management
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Secretary

Carmen Baumann

Academic associates

Doreen Weber (née Schwarz) (until February 2011)	Dr. rer. pol., Dipl.-Kauffrau	Strategic human resources planning, dynamic simulation, personnel structure forecasting
Juliane Steuer (until March 2011)	Dipl.-Ingenieurin	Research project „Development of a Workshop for Entrepreneurial and Team Competence“, supervision of the “Gründervilla”
Bastian Garnitz (until March 2011)	Dipl.-Ingenieur	Supervision of the strategic processes termed as „New Generation of Biotechnological Methods“, reviewing activities, examination support
Iris Habermann (until August 2011)	Dipl.-Ingenieurin	Labor economics, business administration III, management and business ethics 2
Gabriele Weineck (until October 2011)	Dipl.-Soziologin, Referentin Fundraising & Sponsoring	Business start-up monitoring, regional foundation research, research project „Development of a Workshop for Entrepreneurial and Team Competence“, supervision of the “Gründervilla”
Matthias Gotsch (until January 2012)	Dr. Dipl.-Wirtschaftsingenieur	Service innovation, measurement and analysis of innovation performance of European service companies, knowledge intensive services
Anna Kutzleb (until September 2012)	Dipl.-Kauffrau	Organizational economics, labor economics, business administration III, management and business ethics 1 and 2
Astrid Lange	Dr. phil., Dipl.-Psychologin	Identification and promotion of human potentials, psychological perspectives of business start-up research, professional development



Silvia Gliem	BWL, Master of Science	Service management, productivity
Dejan Ninkovic	Dipl.-Biologe, Wirtschaftsingenieur	Supervision of the strategic processes termed as „New Generation of Biotechnological Methods“, innovation in the field of biotechnology
Nadine Litwin	Dipl.-Ingenieurin	Technological and economic development of 3D printers

External doctoral candidates

Christina Cramer	Dr. Dipl.-Kauffrau (M.A.)	Doctorate: The significance of services with commercializing product innovation using the example of the printing industry (completed in March 2012)
Claudia Reichl	Dipl.-Oec.	Doctoral project: Successful international commercialization of innovations in the consumer goods sector
Nora Schütze	Dipl.-Soz.	Doctoral project: Cooperation among craftspeople to enable a state-of-the-art e-commerce

Guest researcher

Birgit Verworn	Dr. rer. pol. habil., Dipl.-Ing., B.A.	Science management, interdisciplinary ecology, demographic change, innovation processes, innovation networks, strategic personnel and innovation management
Alf Papproth	Dipl.-Ing. (FH), Bauingenieurwesen	Distribution logistics in the field of bulk goods, optimization of packaging and shipping processes based on a returnable container pooling, modular packaging solutions
Heiko Wolf	M.Sc., Informations- und Medientechnik	Distribution logistics in the field of bulk goods, optimization of packaging and shipping processes based on a returnable container pooling, modular packaging solutions
Volker Wittpahl	Dr.-Ing.	Demographic change and innovation, early stages of innovation processes



Innovations in Teaching and Teaching Projects



Short overview of the offered modules

Module	Content	Lecturers	Cycle & time requirements
General Business Administration III	Basic terms and definitions; methods and instruments of organizational development and research; principles of human resources; leadership; motivational instruments; decision theory	Lecture: Prof. Dr. C. Hipp Exercise: Silvia Gliem Nadine Litwin Tutorial: Marcus Branke, Marcel Jaedecke	Winter semester 4 Credits Lecture (2 hrs./week) Exercise (1 hr./week)
Organizational Economics	Consideration of organizational problems from an economic perspective; institutional economics and game theory approaches	Lecture: Prof. Dr. C. Hipp Exercise: Silvia Gliem	Summer semester 4 Credits Lecture (2 hrs./week) Exercise (1 hr./week)
Labor Economics	Questions regarding human resources, e.g. in the field of human capital and education; recruiting of employees; payment systems; evaluation and benchmarking of staff; teams; staff empowerment	Lecture: Prof. Dr. C. Hipp Exercise: Nadine Litwin Tutorial: Marcus Branke	Winter semester 4 Credits Lecture (2 hrs./week) Exercise (1 hr./week)
General Management	Management models & styles; competitive strategy; strategic management; value-based management	Lecture: Prof. Dr. C. Hipp Exercise: Anne Kutzleb	Summer semester 6 Credits Lecture (2 hrs./week) Exercise (2 hrs./week)
Management and Business Ethics 1	Ethics and values; entrepreneurial responsibility; sustainability	Lecture: Prof. Dr. C. Hipp Exercise: Prof. Dr. C. Hipp	Summer semester 4 Credits Lecture (1 hr./week) Exercise (1 hr./week)
Management and Business Ethics 2	Approaches for a holistic business ethic in theory and praxis; business administration and sustainability	Lecture: Prof. Dr. C. Hipp Exercise: Silvia Gliem	Winter semester 6 Credits Lecture (2 hrs./week) Exercise (2 hrs./week)



Module	Content	Lecturers	Cycle & time requirements
Advanced Seminar for Degree Candidates (with supplementary paper)	Development of solutions regarding current research topics; presentation, discussion and revision of results	Seminar: Dr. Astrid Lange, Silvia Gliem	Summer & winter semester 4 Credits Seminar (2 hrs./week)
Career Management (General Studies Module)	Designing/ organizing occupational histories; "career" and "occupational history" as a challenge for one's own way of living as well as a duty within organizations	Seminar: Dr. Astrid Lange	Summer semester 4 Credits Seminar (2 hrs./week)
Technology and Innovation Management	Phase response of innovational processes from idea generation to market launch; methods and tools; barriers in innovational management	Lecture: Nora Dörr (INPRO GmbH, Berlin) Prof. Dr. C. Hipp	Summer semester Lecture (30 hrs.)
Colloquium for Theses, Dissertations and Habilitations	Scientific work and research; composition and presentation of a scientific paper; intermediate and final presentations of theses; knowledge transfer of methods and techniques regarding scientific work and research	Colloquium: Dr. Astrid Lange	Summer & winter semester Credits for the successful processing of the thesis Colloquium (2 hrs./week)



General business administration III

This module covers the typical principles of business management, organization research and human resources. Technical terms, different organizational forms and structures, management approaches as well as motivational instruments are introduced and explained. The goal of this course is to sensitize students to specific questions of organizational design and to challenges of personnel management. In 2008, we introduced our first e-learning opportunities. Since winter semester 2010/11, the lectures have been videotaped. In the winter semester 2012/13, we offered our first mock e-exam on computers, which gave our students the chance to test their knowledge before taking the actual exam. Thus, we were able to add another component to the “Cafeteria-Modell”.

Organizational economics

In the summer semester 2012, students performed their work by participating in seminars. Amongst other things, they had the assignment to develop a game that would display game theoretical connections in a self-chosen environment and under self-chosen restrictions. They also had to choose their own format. In the end, we were able to look at one Excel-programmed game, various board games and one card game. One group, for instance, chose the entertainment sector as their environment. The goal of the game was to fill the program times of a fictitious TV channel in an ideal way and to maximize earnings. Not only did one have to consider advertising expenses, but also government interventions. In other games, the focus was on the development of innovations and strategic aspects were included. In the final lecture, the games were not only presented, but also tested. The idea of depicting theoretical relations of organizational economics by creating games clearly appealed to the students.



Picture 1: Presentation of the games



Labor economics

This course considers and answers questions regarding human resources by applying institutional economic approaches. In winter semester 2012/13, we started videotaping the lectures to make them available to our students online. We had already introduced a mock e-exam during the prior year. This gives the students the chance to test their knowledge before taking the actual exam.

General management

In the framework of this module, students are given the chance to work on a project. In the summer semester 2012, we cooperated with the INPRO (Innovationsgesellschaft for advanced production systems in the automotive industry) to enrich the course. The company is a joint venture of Volkswagen, Daimler, ThyssenKrupp, Siemens and Sabic. Different problems, such as innovation, start-up and risk management, were dealt with.

Management and business ethics 1 and 2

In cooperation with the Virtual Academy of Sustainability, which is affiliated with the University of Bremen, this course was offered as a full virtual e-learning lecture and exercise as opposed to the usual classroom course. With support from the Deutsche Bundesstiftung Umwelt (DBU; Eng.: German Environment Foundation) a teaching program regarding the impartation of knowledge of sustainable development was created.

Advanced seminar for degree candidates (with supplementary paper)

Within the advanced seminar, students develop the ability to create and present a scientific paper within a set time frame. In addition to this, since summer semester 2012, a supplementary paper presentation on another student's work is also required.

Career management (general studies module)

In this seminar, students learn about interdisciplinary and especially psychological concepts for the organization of occupational histories. In addition to reflecting on the importance of recent trends such as "lifelong learning" and "demographic change", we also discuss the students' own career objectives and plans for their occupational futures. As part of this module, students have to read scientific texts on the topic, create presentations, and also make 60-second-long promotional videos as an alternative to conventional applications. Here, it is imperative to connect one's own strengths and desires with the requirements of a specific job.

Technology and innovation management

In the summer semester 2012, we were pleased to welcome Ms. Dörr, a competent and experienced person from entrepreneurial praxis, on board for this module. The course is integrated in BTU's Executive Program. Relevancy to practice is therefore an essential element for the successful performance of this course. We were able to achieve a well-balanced knowledge transfer by combining theoretical lecture content with case studies.

Colloquium for theses, dissertations and habilitations

The colloquium inducts students into the methods of scientific research and work. It can be attended as a preparation for one's own thesis, but also while the student is already working on his or her thesis. Nice additions to this module are frequent recitations from doctoral candidates of our chair.



Project “rethink”

Regarding the topic „the human being as a co-creator of economic values, using the example of German metropolitan areas”, the chair cooperated with the research project “rethink” in the winter semester 2011/12. The focus here was on German metropolitan areas (Frankfurt, Munich, Berlin), which will, in the future, have to deal with problems in the fields of infrastructure, mobility, and sustainable urban development. Even now there are already numerous conflicts, such as protests against nighttime flights at the airport in Frankfurt/Main or the discussions about a ban on nighttime flights at the Berlin Brandenburg International Airport, which lasted for months. From this project, we were able to develop another research project which will start in the summer of 2013.

Two new general studies modules: “Sustainable development and business fields of application” and “Education for sustainable development and transition management”

Since the winter semester 2012/13, the Chair of Organization, Human Resource Management and General Management has offered two new modules for general studies. The courses are based on the cooperation with the Virtual Academy of Sustainability, which is affiliated with the University of Bremen. So far, 20 universities and colleges are connected through this institution. With support from the Deutsche Bundesstiftung Umwelt (DBU; Eng.: German Environment Foundation), a teaching program was developed and integrated into an innovative educational portal.

The main idea behind the Virtual Academy of Sustainability is based on a goal, which was announced in March 2009 at UNESCO’s world conference. It states that colleges especially should embrace their responsibility to integrate competences for sustainable development into their educational goals. A suitable and innovative teaching concept with video-based lectures is provided by the Virtual Academy of Sustainability in the form of an internet platform. Every German-speaking college or university and its lecturers can take the Academy up on their offer.

The two new one-semester modules, which have been attended by 80 students, had a great start. They are both integrated into the BTU’s curriculum with six credit points. The new courses communicate competences of economic sustainable thinking within general studies. For instance, the theoretical principles of weak and strong sustainability as well as the three dimensions of sustainability are being discussed from an economic point of view. Based on this, questions on the importance of innovations, technical progress and ecological efficiency are being covered. In the face of the depletion of natural resources, students can learn how to uncouple affluence from consumption of resources.

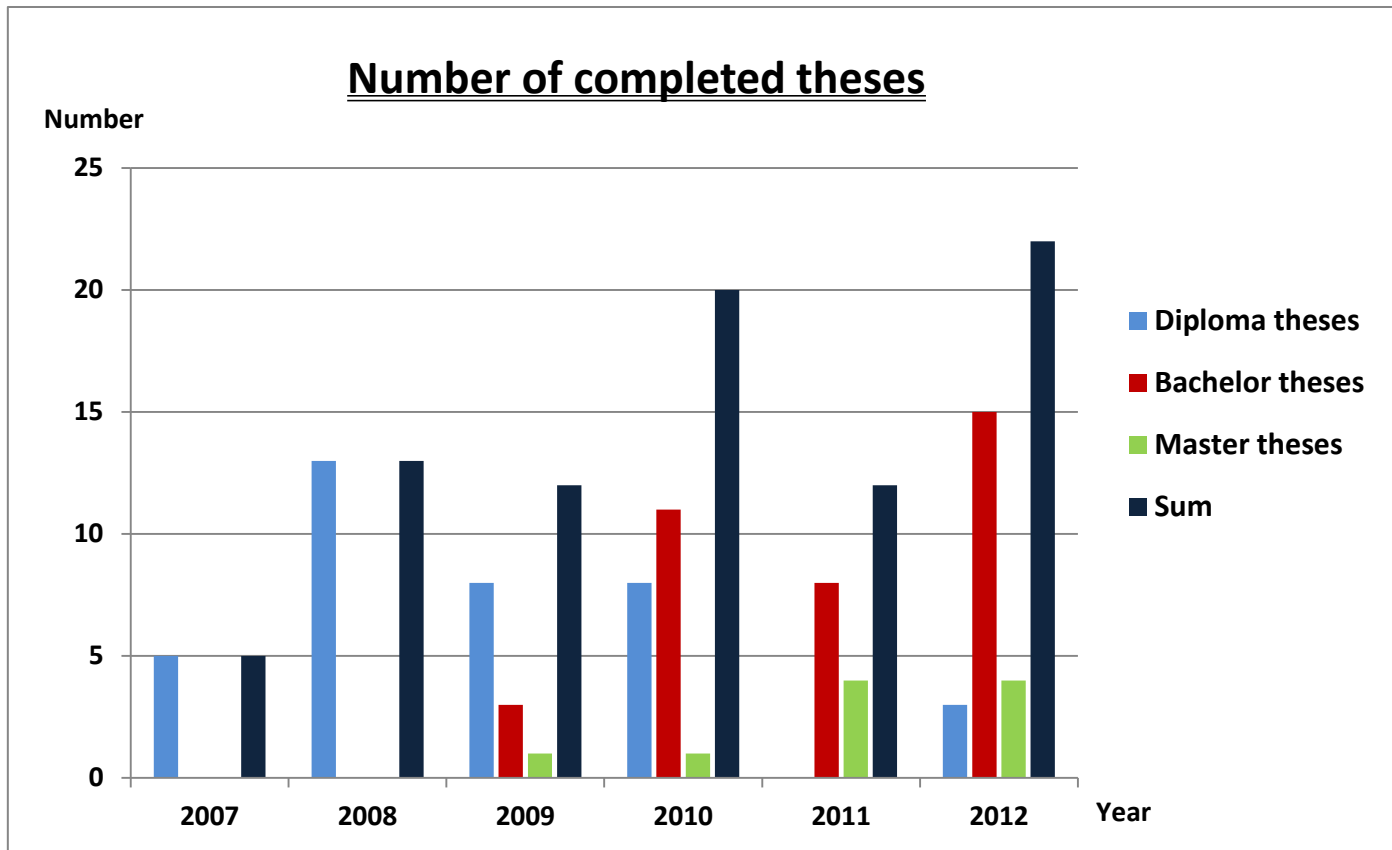
(Source: quoted according to http://www-docs.tu-cottbus.de/pressestelle/public/BTU-Zeitung/Ausgaben_2012/news_nr37.pdf)



Theses



Overview of the number of completed theses (2007 to 2012)



Diploma theses 2012

Author	Topic	Supervisor(s)
Kaufmann, Dietmar	<p>Der Einfluss von Struktur- und Prozessfaktoren auf die bereichsübergreifende Zusammenarbeit in Innovationsprozessen im Dienstleistungssektor - Analyse und Gestaltungsmöglichkeiten am Beispiel der Vodafone D2 GmbH</p> <p>The influence of structural and procedural factors on the inter-divisional cooperation in innovation processes in the services industry - Analysis and design using the example of Vodafone D2 GmbH</p>	Prof. Christiane Hipp and Silvia Gliem
Litwin, Nadine	<p>Optimierung der innerbetrieblichen Wiederbeschaffungsprozesse von Materialien im Besonderen des vorhandenen C-Teile-Managements mit dem Ziel die Lagerbestände zu reduzieren</p> <p>Optimization of internal restocking processes of materials, especially C-parts management aiming at the reduction of stock inventory</p>	Prof. Christiane Hipp and Dr. Astrid Lange
Ramm, Arne	<p>Ermittlung von Schlüsselfaktoren für spezifische Produktionsinnovationen durch Nutzung von Einfluss- und Relevanzmatrizen</p> <p>Usage of influential and relevant matrices for identification of key factors for process innovations in production processes</p>	Prof. Christiane Hipp and Anne Kutzleb

Master theses 2011

Author	Topic	Supervisor(s)
Gliem, Silvia Maria	<p>Die Rolle von Technologien bei Dienstleistungsinnovationen</p> <p>The role of technology for service innovations</p>	Prof. Christiane Hipp and Dr. Matthias Gotsch
Harahap, Nelly Emelia	<p>Technological Transfer through foreign direct investment carried out by multinational enterprises stimulates the development of local technological capability: Analytical case study of two leading industrial sectors in Indonesia</p>	Prof. Christiane Hipp and Prof. Athanassios Pitsoulis



Mehlow, Thomas	Wie steuert ein Importeur effizient und effektiv seinen Händler? - Fallbeispiel einer idealtypischen Organisation und Kommunikation im Bereich „Technischer Support“ und „Qualifizierung“ zwischen einem fiktiven Importeur und dessen Händler (Zusammenarbeit mit VW Wolfsburg)	Prof. Christiane Hipp, Iris Habermann and Janine Steidelmüller
Trzmiel, Marcin	Entwicklung einer webbasierten Datenbank zur Unterstützung einer lokalen Pharmaproduktion in Entwicklungsländern Development of web-based database in support of local pharmaceutical manufacturing in developing countries	Prof. Christiane Hipp and Karsten Schneider

Master theses 2012

Author	Topic	Supervisor(s)
Jambor, Mario	Demografieberatung für wissensintensive Dienstleistungsunternehmen Demographic consulting for knowledge-intensive service companies	Prof. Christiane Hipp and Dr. Astrid Lange
Kampczyk, Sebastian	Intergenerationales Lernen in Unternehmen: Erfahrungen bisheriger Anwendungen Intergenerational learning in companies: Previous experiences	Prof. Christiane Hipp and Dr. Astrid Lange
Latzke, Frank-Uwe	Organisationsentwicklung im Kontext dynamischer Umweltbedingungen - Grundlagen und Lösungsansätze für das Veränderungsmanagement Organizational development and dynamic environmental conditions - Fundamentals and first solution approaches for change management	Prof. Christiane Hipp and Dr. Astrid Lange
Raupach, Anja	Intergenerationales Lernen: Bewusstsein und bewusstseinsbildende Maßnahmen bei Stakeholdern Intergenerational learning: Stakeholder's awareness and awareness-building measures	Prof. Christiane Hipp and Dr. Astrid Lange



Bachelor theses 2011

Author	Topic	Supervisor(s)
Beinlich, Olaf	Produktivitätssteigerung durch ausgeglichene Mitarbeiter: Work-Life-Balance Maßnahmen Increase in productivity due to balanced employees: Work-life-balance measures	Prof. Christiane Hipp and Iris Habermann
Brasausky, Claudia	Relation beruflicher Ziele: Konkurrierende oder hierarchische Ziele? Relation between occupational goals: Competing or hierarchical goal structures?	Prof. Christiane Hipp and Dr. Astrid Lange
Freitag, Christiane	Konzept zur Entwicklung einer ethischen Kompetenz unter Studierenden der (Betriebs-) Wirtschaft	Prof. Christiane Hipp and Prof. Friesen
Grätz, Kathleen	Betriebliche Berufsausbildung leistungsschwächerer Jugendlicher: Eine sinnvolle Investition? - Eine Fallstudie	Prof. Christiane Hipp and Dr. Astrid Lange
Kretschmar, Claudia	Die Absicht, zu führen: Überzeugungen zur Führungskarriere aus Sicht Studierender The intention to lead: Students' beliefs regarding leadership careers	Prof. Christiane Hipp and Dr. Astrid Lange
Scherer, Nina	Kritische Bewertung der Frauenquote als Instrument der Gleichstellungspolitik Critical analysis of the women's quota	Prof. Christiane Hipp and Dr. Astrid Lange
Schilf, Christin	Berufliche Orientierungen Studierender im Verlauf ihres Studiums Students' occupational orientation in the course of their studies	Prof. Christiane Hipp and Dr. Astrid Lange
Schubert, Caroline	Mitarbeiterzufriedenheit und Reorganisation Employee satisfaction and reorganization	Prof. Christiane Hipp and Iris Habermann

Bachelor theses 2012

Author	Topic	Supervisor(s)
Becher, Maria	Leitbilder (nicht-)nachhaltiger Unternehmensführung: Geplante Obsoleszenz in der Konsumgüterindustrie Models of (un-)sustainable business management: Planned obsolescence in consumer goods industry	Prof. Christiane Hipp and Silvia Gliem



Buttgereit, Stephan	Die Biotechnologie-Branche in Deutschland und im internationalen Vergleich - Erstellung eines Markt- und Trendberichtes The biotechnology industry in Germany and in international comparison - Market research and trend report	Prof. Christiane Hipp and Silvia Gliem
Glahmann, Aileen	Definition von Kennzahlen zur Ermittlung einer erfolgreichen Umsetzung von Prozessinnovationen Definition of indicators to successfully realize process innovations	Prof. Christiane Hipp and Silvia Gliem
Hoffmann, Julia Alica	Innovationsfähigkeit von Organisationen: Literaturanalyse und Fragebogenerstellung Innovative capabilities of organizations: Literature review and questionnaire development	Prof. Christiane Hipp and Dr. Astrid Lange
Köhnke, Gordon	Was bedeutet nachhaltige Führung im Zeitalter dynamischer Veränderungen? The significance of sustainable leadership in the era of dynamic change - What does sustainable leadership in the era of dynamic change mean?	Prof. Christiane Hipp and Silvia Gliem
Maaß, Kathleen	Welche personalpolitischen Maßnahmen können in strukturschwachen/ bevölkerungsarmen Regionen ergriffen werden um FachärztInnen für den ambulanten Bereich zu gewinnen? Einhergehend Chancen und Risiken für medizinische Einrichtungen. Which personnel policy measures can be taken in less developed regions to acquire specialists in the outpatient area? Chances and risks for medical facilities.	Prof. Christiane Hipp and Anne Kutzleb
Maaß, Monique	Lebenslanges Lernen in der Leistungsgesellschaft - der Druck, (sich) zu qualifizieren Lifelong learning in an achievement-oriented society - the pressure for qualification	Prof. Christiane Hipp and Dr. Astrid Lange
Marchewski, Kristin	Förderung von MitarbeiterInnen-Potenzial durch intergenerationales Lernen: Konzepte, Nutzen und Hemmnisse Promotion of personnel development via intergenerational learning: Concepts, gains, and barriers	Prof. Christiane Hipp and Dr. Astrid Lange



Militz, Josephin	Die Absicht zur Übernahme von Unternehmen: Überzeugungen zur Unternehmensübernahme aus der Sicht Studierender The intention to take-over a firm: Students' beliefs	Prof. Christiane Hipp and Dr. Astrid Lange
Nickel, Jan	Dienstleistungen - Systematische Auswertung aktueller englisch- und deutschsprachiger wissenschaftlicher Literatur Influencing factors on service productivity - systematic evaluation of current English and German scientific literature	Prof. Christiane Hipp and Silvia Gliem
Pfeiffer, Julia	Evaluation - Fluch oder Segen? Kann man ein Studium mit Kind anhand von Datenerfassung verbessern? Evaluation - Boon or bane? Is it possible to improve academic studies with children with the help of data analysis?	Prof. Christiane Hipp
Schmolinsky, Nadja	Erwartungen an die Unternehmenskultur und die Personalentwicklung hochqualifizierter ausländischer MitarbeiterInnen Expectations of the corporate culture and human resource development of highly qualified foreign employees	Prof. Christiane Hipp and Silvia Gliem
Schnerch, Juliane	Maßnahmen des Personalabbaus im Vergleich Measures of downsizing in comparison	Prof. Christiane Hipp and Anne Kutzleb
Strese, Daniel	Produktion als Dienstleistung: aktuelle Konzepte und Anwendungsbeispiele in unterschiedlichen Branchen Production as a service: current concepts and examples of application in different industries	Prof. Christiane Hipp and Silvia Gliem
Wohlfarth, Lisa	Der Weg zur demografiegerechten Personalentwicklung Personnel development within the scope of demographic management	Prof. Christiane Hipp and Dr. Astrid Lange



Research Projects



Project completion: INNOVA II

At the final conference in Brussels in February of 2011, the project was successfully completed. All progress as well as final reports are available on the project's homepage <http://www.europe-innova.eu/web/guest/sectoral-innovation-watch/about>.

Duration: 01/2008 to 02/2011

Contact: Prof. Dr. Christiane Hipp, Dr. Matthias Gotsch

Project completion: Business launching and team competence workshop (EXIST III)

This EXIST-III-project was successfully completed in March 2011. The results were presented in the final report and in an OPU-working-paper-publication. Here, for instance, you can see that...

- 13 workshops and Summer Schools with 131 participants were conducted,
- Two large-scale qualification measures with about 500 participants were implemented,
- Two panel discussions with regional companies, the Business Angels Club Berlin-Brandenburg Association, the Brandenburg Economic Development Board, the Landesagentur für Struktur und Arbeit (LASA) Brandenburg GmbH and the Handwerkskammer Cottbus (Eng.: Chamber of Crafts Cottbus) as well as the Bundesweiten Gründerinnenagentur (BGA; Eng.: National Agency for Women Start-ups Activities and Services) were organized and conducted,
- Brainstorming sessions with 29 people (professors and academic assistants) were held,
- Last but not least, hundreds of people were questioned about diverse problems regarding entrepreneurship.

Overall, the project was very successful. We hope that in the future, there will be more measures taken for the promotion of a culture of entrepreneurial thinking and action in the Lusatia region.

Contact: Dr. Astrid Lange

Duration: 01/2008 to 03/2011

SILVER

In November 2011, the EU-funded project SILVER kicked off (Project N°. 517557-LLP-1-2011-1-NL-GRUNDTVIG-GMP). It deals with possible courses of action that companies can take to tackle the consequences of demographic change. Not only does the project look into the topic of intergenerational learning, but it also addresses the present awareness of problems regarding demographic change as a prerequisite for successful intergenerational learning. The approach of the project is therefore holistic. After one year of literature based research, the practical phase started in the fourth quarter of 2012.

Co-operation partner: The two-year-long EU-funded project is coordinated by Inholland University of Applied Sciences (NL). In addition to BTU Cottbus (GER), the project partners include Oulu University of Applied Sciences (FI), South East European Research Centre (GR), Academy of Economic Studies of Bucharest (RO) and University of Strathclyde (UK).

Contact: Jadranka Halilovic, Dr. Astrid Lange

Duration: 11/2011 to 10/2013



Provision of service productivity

The project is constructed as a meta-project. The chair manages the networking of the funded projects with micro- and macro-economic questions as well as with the measuring of service productivity. Within the first year, the chair developed and published their first own systematic model. The model is now being used as a basic principle for further empirical analysis in the field of service productivity.

Cooperation partner: Fraunhofer IAO Stuttgart, Handelshochschule Leipzig (Prof. Dr. Mösllein)

Contact: Prof. Dr. Christiane Hipp, Dr. Matthias Gotsch, Silvia Gliem

Duration: 12/2009 to 07/2013

New-generation methods of biotechnology

This project accompanies the strategic process of “new-generation methods of biotechnology” using the innovation and technique analysis. During the first two years, a technology roadmap and a first application vision were developed. The Delphi-expert-survey 2012 was successfully completed and presented in front of a large audience of specialists. The strategic process is now in its last year and will soon hit the finish line. Meanwhile, the first supportive measures have been introduced to help establish the next generation of biotechnology. At this moment, there are 35 projects being promoted with a funding of almost 42 million euros.

Cooperation partner: BIOCUM Projektmanagement GmbH, FutureCamp Holding GmbH

Contact: Prof. Dr. Christiane Hipp, Dejan Ninkovic, Silvia Gliem

Duration: 02/2010 to 09/2013

Full service provider in the field of transportation of bulky goods using modularisable special cargo carriers

This project's goal is the development of a business concept including the pilot for an integrated range of offered services in the field of bulky goods logistics. The business model to be developed supports the manufacturing industry in its distribution logistics and offers the delivery of bulky goods as a service to customers by using computer-assisted controlling of multi-path cargo carriers.

Contact: Alf Papproth, Heiko Wolf

Duration: 11/2012 to 12/2013

Research semester of C. Hipp

During the summer of 2011, Prof. Dr. Christiane Hipp was able to spend three months in Vienna at the department of “Foresight and Policy Development” at the Austrian Institute of Technology (AIT). Overall, the research semester was very successful. Five publications were finalized and three conference contributions were submitted. With the support of a DAAD scholarship, C. Hipp was also able to attend the Academy of Management Conference in the USA.



Colloquium for doctoral candidates with interesting dissertation topics

The colloquium for doctoral candidates is integrated into the chair's research colloquium (see above: teaching). Two or three times a semester, doctoral candidates and guest researchers present their current research topics and discuss the state of knowledge, methodical approach as well as relevancy to practice with their audience. The audience and also the topics are very heterogeneous and diverse. During the past years, we were able to hear about topics such as "Where is biotechnology going? (J. Steidelmüller)", "Commercialization of innovations: The increasing significance of services using the example of the printing industry (Dr. Ch. Cramer)", "Subjective beliefs of students relating to business start-ups (Dr. A. Lange)", "Brinkmanship in the international air space as an instrument of foreign policy (S. Schwuchow)", "Improved measurement of innovation behavior in the service sector: Inclusion of trademark registrations (M. Gotsch)" and "Innovation dynamics in the service sector (S. Gliem)". In addition to dissertation topics, there are also research projects and project ideas being discussed.

Contact: Prof. Dr. Christiane Hipp, Dr. Astrid Lange

Duration: Continuously since 2010



Completed Dissertations



Author	Topic	Year of publication
Dr. Christina Cramer	The significance of services for commercializing product innovation using the example of the printing industry	2012
Dr. Matthias Gotsch	Innovational activities of skill-intensive services – Trademark registration as an indicator	2012
Dr. Astrid Lange	Subjective beliefs of students relating to business start-ups: An analysis based on the theory of planned behavior	2012



Publications



Monographs, reports and editorships

Cramer, C. (2012). *Die Bedeutung von Dienstleistungen bei der Vermarktung von Produktinnovationen am Beispiel der Druckindustrie.*

Gotsch, M. (2012). *Innovationsaktivitäten wissensintensiver Dienstleistungen - Die Markenmeldung als Indikator.* Wiesbaden: Springer Gabler.

Gotsch, M., Hipp, C., Lemgau, M., Müller, G., Reuter, N., Saam, M., & Weber, L. (2011). *Mikro- und Makroökonomische Aspekte der Dienstleistungsproduktivität - State of the Art.* Im Rahmen der Strategischen Partnerschaft Produktivität von Dienstleistungen.

Hipp, C., Gotsch, M., Gliem, S., & Lehmann, C. (Hrsg.) (2012). *Produktivität von Dienstleistungen.* Leipzig: CLIC - Center for Leading Innovation & Cooperation, Handelshochschule Leipzig.

Lange, A. (2012). *Subjektive gründungsbezogene Überzeugungen Studierender: Eine Untersuchung auf Grundlage der Theorie des geplanten Verhaltens.* Göttingen: Optimus.

Reviewed articles in journals

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Gotsch, M., Hipp, C., Lemgau, M., Müller G., Reuter, N., Saam, M., & Weber, L. (2011). *Mikro- und Makroökonomische Aspekte der Dienstleistungsproduktivität - State of the Art.* (Diskussionspapier im Rahmen der "Strategischen Partnerschaft Produktivität von Dienstleistungen"). [PDF](#) [Download](#).

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Lectures and Conferences



Lectures and conferences 2011

Gotsch, M. (2011, February) *Innovation measurement for knowledge intensive business services: Suitability of trademarks as additional indicator of innovation*. Paper presented at the 1st joint doctoral workshop of the University of Strasbourg/BETA and KIT, Karlsruhe, Germany.

Gotsch, M., & Hipp, C. (2011, August). *Trademarks as innovation measurement for knowledge intensive business services*. Paper accepted for presentation at the Academy of Management Conference, San Antonio, Texas, USA.

Gotsch, M., Hipp, C., Schwarz, C., & Weber, L. (2011, September). *Identification of determinants and development of a model of productivity in the services sector*. Paper accepted for presentation at the 21st International RESER Conference, Hamburg, Germany.

Hipp, C. (2011, Januar). Teilnahme an der 36. Sylter Runde „Wissenschaft und Wirtschaft – Isolation oder Kooperation und Wettbewerb: Finden beide ihre gesellschaftlich sinnvollen Rollen füreinander?“, Westerland, Sylt, Deutschland.

Hipp, C. (2011, März). *E-Learning for sustainable and ethical education: Potenziale und Beispiele aus der Praxis*. Vortrag auf einem Workshop der Wissenschaftlichen Kommission Wissenschaftstheorie und Ethik in der Wirtschaftswissenschaft an der Freien Universität Berlin, Berlin, Deutschland.

Hipp, C. (2011, Oktober). *Welche Wirkung auf die Einstellung der Studierenden zeigen Module zur Unternehmensethik - Eine erste empirische Analyse*. Vortrag im Rahmen der 6. Zittauer Gespräche zur Wirtschafts- und Unternehmensethik in der universitären und außer-universitären Bildung, Zittau, Deutschland.

Hipp, C. (2011, September). *Die 10 Millionen Dollar Frage: Wie werde ich ein erfolgreicher disruptiver Innovator?* Vortrag im Rahmen der 7. Innovation Excellence Days bei der SCHOTT AG, Mainz, Deutschland.

Hipp, C., & Verworn, B. (2011, February). *Demographic change and innovation*. Paper presented at the Jena Graduate School on Human Behaviour in Social & Economic Change, Jena, Germany.

Lange, A., & Pitsoulis, A. (2011, June). *Sources of attitudes towards the market economy, social inequality and the state: Students' introspections*. Paper presented at the American Economic Association (AEA) National Conference on Teaching Economics and Research in Economic Education, Stanford, USA.

Minhas, S., Berger, U., Hipp, C. (2011, November). *Reconfigurable strategies to hammer open innovation concepts into mass customized automobile manufacturing*. Paper accepted for presentation at the 2011 World Conference on Mass Customization, Personalization, and Co-Creation, Berkeley, California, USA.

Pitsoulis, A., & Lange, A. (2011, Februar/März). *Quellen von Einstellungen Studierender zu Staat, Wirtschaft und sozialer Gerechtigkeit: Einige empirische Ergebnisse*. Vortrag auf der Jahrestagung 2011 der Deutschen Gesellschaft für Ökonomische Bildung zur Entrepreneurship Education und Arbeitnehmerorientierung in der ökonomischen Bildung, Siegen, Deutschland.



Rubalcaba, L., & Hipp, C. (2011, February). *Service innovation and the manufacturing value chain: New trends and practical examples*. Paper presented at the Sectoral Innovation Watch Conference "Dynamics in Sectoral Innovation: Impact on Value Chains and Policy Implications?", Brussels, Belgium.

Rubalcaba, L., & Hipp, C. (2011, January). *Service innovation, organisational innovation and value chain: What role for policy making? Sectoral innovation watch*. Paper presented at a Thematic Workshop, Brussels, Belgium.

Lectures and conferences 2012

Hipp, C. (2012, Mai). *Rahmenbedingungen erfolgreicher Innovationstätigkeit im Unternehmen*. Seminar "Vom Geistesblitz zur Innovation - Modernes Ideen- und Innovationsmanagement", IHK, Cottbus, Deutschland.

Hipp, C. (2012, September). *Service innovation and business management – What can we learn from service industries?* Seminar, Sapi Spa - Servizi all'impresa, Padova, Italien.

Hipp, C. (2012, Oktober). *Hidden Champions - Was prägt den Erfolg der deutschen Wirtschaft?* Podiumsdiskussion im Rahmen der Reihe "aktuell & kontrovers", Bayerische Akademie der Wissenschaften, München, Deutschland.

Hipp, C. (2012, Oktober). *Wie Frauen in die Aufsichtsräte kommen – Erfolgsgeschichten aus dem Netzwerk*. Podiumsdiskussion "Frauen in Aufsichtsräten", PricewaterhouseCoopers AG, Frankfurt, Deutschland.

Hipp, C., Gallego, J., & Rubalcaba, L. (2012, March). *Shaping innovation in European knowledge intensive services*. INBAM 2012 Annual Conference, Track: Service Business - An International Journal, Valencia, Spain. Winner of the Best Paper Award.

Hipp, C. & Ninkovic, D. (2012, Juni). *Ergebnisse der Online-Delphi-Befragung im Strategieprozess "Biotechnologie 2020+"*. 3. Jahreskongress zum Strategieprozess „Nächste Generation biotechnologischer Verfahren“, Berlin, Deutschland.

Magnusson, P., Edvardsson, B., & Hipp, C. (2012, June). *Initiating and nurturing service transition in manufacturing*. Paper accepted for presentation at AMA SERVSIG 2012 International Service Research Conference, Helsinki, Finland.

Pitsoulis, A., & Lange, A. (2012, Februar). *Clickers! Erste Erfahrungen mit einem elektronischen Zielgruppenrückmeldungssystem im universitären Wirtschaftsunterricht*. Vortrag auf der Jahrestagung 2012 der Deutschen Gesellschaft für Ökonomische Bildung, Chemnitz, Deutschland.



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