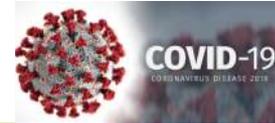


Newsletter

Issue: **May, 2020**

Date: **May 30, 2020**



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News & Events



Calls



Teaching and Programs



Research



[You can now order your Business School Business Cards!](#)

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Teaching and Program

Research Call

First Call Assigned



The first call of the Business School “Teaching and Programs” has been successfully assigned. The aim of the call was further improvement of our teaching and programs at the JKU Business School.

The Business School received 8 applications. A jury selected three initiatives with a total subsidy amount of € 158.700.

The following are the selected proposals:

P1. Pedagogical Excellence in the Digital Age

Project Leaders: Matthias Fink & Johann Höller

P2. Problem Based/Oriented Learning / Experienced Based Learning

Project Leaders: Katharina Musil, Arne Keller & Wolfgang Güttel

P3. eTutor++: An adaptive e-learning system with personalized exercising tailored to students' individual learning curves

Project Leader: Christoph Schütz

We are delighted to have received so many excellent projects for the Business School and wish all of the selected projects the best of success.

Further details can be seen here:

[Current Initiatives](#)

High Impact Research Call

Currently being Evaluated

On March 18th the Business School announced the first Call for Research Proposals (High Impact Research). The program will provide seed money for further developing interdisciplinary high impact basic research in management relevant areas. Submissions were accepted in the categories "Seed Projects" and "Co-Funding Projects".

The applications have been received and are in the process of being evaluated and ranked by an external committee of experts appointed by the Vice-Rector for Research, Gender and Diversity. Scientific quality of the proposal and team quality including academic independence of PIs are the main selection criteria. Further information can be found on the Business School Website. Results will be announced when the evaluation has been completed.

Institute: [Business School Office](#)

Author(s): Business School Office
Team



The Business school is now a Member of the AACSB Community!



As of June 1st, the JKU Business School will officially form part of the AACSB Community! As members of

AACSB we will have the opportunity to reach out to institutions with similar goals and challenges, strategize with an international group of individuals who have similar roles at business schools, share experiences with other experts, and lead discussions on emerging management education issues. AACSB is a premier network of business schools worldwide and we are overly excited to have been accepted. This is a great accomplishment and milestone in our path towards accreditation!

About AACSB

Institute: [Business School Office](#)

Author(s): Business School Office Team

Stay calm and Shop

Empirical insights into the consumer behavior before, during and after the Corona shutdown phase



In a series of research studies, Ernst Gittenberger and Christoph Teller looked into the phenomenon of changing consumer behaviour before, during and after the shut-down phase of the COVID19 crisis. The aim was to identify antecedents of that change and derive learnings for different retail sector. The following short reports have been published on our website:

Website

This research sparked quite an interest with the media, resulting into



Part 1: **Trust in the grocery sector** (Vertrauen in den

Lebensmitteleinzelhandel)

Part 2: **The Shutdown-Phase**

Part 3: **Online-Shopping**

Part 4: **Behavioural changes in the time after the shutdown**

Part 5: **Proximity is the "New Sexy" in retailing**

Press report: **DIY-retailing in the "Pole-Position"**

Press report: **Spring awakening**

Institute: [Institute of Retailing, Sales and Marketing](#)

Author(s): Ernst Gittenberger & Christoph Teller



Final virtual presentations ACT 2019/20

At the end of April the Global Business students in the ACT paths presented their final projects. After having lived in 3 different countries, Canada, Taiwan and Austria everyone needed to relocate quite abruptly due to the Covid-19 situation. Under the expertise of Prof. Auer-Rizzi the Global Business team moved all the classes, exams and final presentations to the virtual setting. One of the biggest challenges was to teach, coach and work with students and colleagues in Asia, Europe and North America simultaneously. In addition, most students were in quarantine for 14 days in their home countries, in hostels, dormitories, their homes and some even in military camps. The students survived not only 3 different cultural settings but also presented their final projects on ZOOM exceeding expectations from professors and companies involved. The projects the students finalized with companies such as voestalpine, BizUp, KEBA, UNIHA and TGW ranged from introducing new programs in executive education in HR to analyzing the start-up market in India and to identify target markets for water technologies in Asia. In addition to their intercultural management skills, the students of this year's program learned how to work in virtual teams and even how to master virtual presentations in unexpected situations.



Global Business in the Covid-19 world



After the outbreak of the Covid-19 pandemic in Austria and the following lock-down the Global Business team together with their international colleagues in Russia, Italy, Taiwan, Canada and Peru moved all three paths students to virtual learning settings. The most important thing is to keep the students and the team safe and to ensure that students can finalize their studies although the environment is now not physical but virtual. In all three paths of the program, students follow online classes, work in multicultural virtual teams and gain important skills in online presentation and online team coordination. The challenge is that members of one team can be spread on 3 different continents and work in 3 different time zones. This requires a high level of coordination and flexibility both from the students as well as from our GBS team. Although organizing and coordinating the programs online is quite challenging the team is happy that the international students can continue their university education no matter where they currently are. Because the international students currently can't come to Austria, the team is also organizing an online cultural program, so that the participants can gain a little insight into Austrian culture although right now they might be thousands of kilometers away.





Nerd4.0

New ways to understand IoT

Today, the Internet of Things is more than a buzzword. We use it in our daily life through our smart devices to change the channel or dim the lights, to check our home automatically, etc. And we are confronted by the overwhelming amount of data that is generated by each move or input. Although generation Y and Z are accustomed to use smart devices, they are not familiar with underlying mechanisms of digital technologies and networked services. It requires capacity building support to become a Nerd4.0. The LIT Artifact project Tangible-IoT provides selected tangible components from the M5Stack (see also M5Stack.com). We have developed explorative learning settings to develop hands-on design and development experience. The IoT components are arranged in a tree-like structure featuring bottom up, top down as well as middle out design. We call it Nerd Tree (see picture). Prospective Nerds4.0 grab a component and adjust it according to their needs and use case. The adjacent Python-based development facility helps them to implement a business logic, serving various instances, ranging from simple sensor apps, e.g., measuring temperature and reporting it, to decision support applications, e.g., deciding on a detected window movement in a remote room whether to close it or to call for assistance since a person has disturbed privacy.



Preparing for the "Lange Nacht der Forschung" in autumn 2020 we have created a privacy use case for homes. It serves parents who do not want the bedroom to be accessible all the time by the kids, and vice versa. With different combinations of sensors and a hub to combine several IoT components, a variety of access features, e.g. password, fingerprint, and RFID scan can be implemented on a model representation of a room (see picture). The provided instructions allow a step-by-step introduction as well as an informed exploration of the prepared infrastructure. In this way, each participants should be able to develop and design IoT applications in an inspiring environment.

Due to the appealing nature of this study, the authors have been invited to

present their work as keynote speakers at Ingolstadt. For more info click below.

4. Tag der digitalen Lehre

Institute: [Institute of Business Informatics – Communications Engineering](#)

Author(s): Claudia Kaar & Christian Stary

Teaching in Crisis, about the Crisis



Like at universities elsewhere, the teaching for the Business School Master's program "Leading Innovative Organizations" had to be moved online in this semester. Elke Schüßler was scheduled to teach a course on "Organizing and Leading for Innovation" with a focus on different organizational forms such as strategic alliances, innovation networks or regional clusters and their role in innovation processes. Faced with the new situation, she teamed up with professor Leonhard Dobusch from the University of Innsbruck to get innovative themselves: they designed an open access course for master programs in management and organization studies that would be available for use for everyone faced with the same challenge of rapidly moving teaching online. In terms of content, they compiled a set of lectures and assignments around different facets of crisis management and organizing in crisis, combining basic organization theoretical knowledge on decision making, leadership, bureaucracy, digital and open organizing or inequality in organizations with the current Covid19 crisis. They drew on their international research network from Europa University Viadrina, Freie Universität Berlin, Leuphana University Lüneburg and University of Hamburg to rapidly compile a set of 12 lectures on the following topics:



- Class #1: **Organizational Decision-Making in Crisis** (Elke Schüßler, University of Linz)
- Class #2: **Organizing in and for the Unexpected** (Daniel Geiger, University of Hamburg)
- Class #3: **Crisis Management and Bureaucracy** (Leonhard Dobusch, University of Innsbruck)

**University
Contacts**

- **Class #4: Dynamics of Network Governance in the Face of Emergency** (Jörg Sydow, Freie Universität Berlin)
- **Class #5: Leading, Sensemaking and the Future** (Jochen Koch, European University Viadrina)
- **Class #6: Organizational Crisis Communication and Social Media** (Hannah Trittin-Ulbrich, Leuphana University Lüneburg)
- **Class #7: New and Alternative Organizations to Counter Crisis** (Thomas Gegenhuber, Leuphana University Lüneburg)
- **Class #8: Open Science, Data and Commons** (Leonhard Dobusch, University of Innsbruck)
- **Class #9: Entrepreneurship and Innovation for the Common Good** (Ali Aslan Gümüşay, University of Hamburg/HIIG Berlin)
- **Class #10: Organizing for Resilience in the Global Economy** (Elke Schüßler, University of Linz)
- **Class #11: Inequality, Organizations and Covid-19** (Hannah Trittin-Ulbrich, Leuphana University Lüneburg)
- **Class #12: How Grand Challenges Link Together** (Ali Aslan Gümüşay, University of Hamburg/HIIG Berlin)

Lectures

YouTube Channel

Syllabus

Times Of Crisis

All course materials, readings, assignments and video lectures are available open access at timesofcrisis.org and the corresponding YouTube channel. The course materials such as lecture slides and the standard syllabus are available in open, changeable formats to make decentralized adaptation as easy as possible.

Institute: [Institute of Organization Science](https://www.instituteoforganization.com)

Author(s): Elke Schüßler



New cooperation at the Institute of Retailing, Sales and Marketing

Also, during these challenging times, the Institute of Retailing, Sales and Marketing continues to expand its cooperation network with firms. New among them is the Elektroland GmbH, a family-owned flagship company situated in Mattighofen. As one of the largest electronics retailers the firm is

constantly searching for innovative approaches to improve customer service and be one step ahead of their competitors. Therefore, two student teams of the “Seminar Integration Marketing Theorie und Praxis” are working together with the CEO of the firm. The focus is on new, innovative approaches in multi-channel retailing (e.g. Click & Collect, fully-automatic storage and pick-up) that also consider challenges resulting from a crisis like the current one. The outcome will be two bachelor thesis including management implications based on state-of-the-art scientific literature and analysis.

Institute: [Institute of Retailing, Sales and Marketing](#) **Author(s):** Lisa Niehoff-Höckner

Research seminar:

A decomposition approach to a multi-commodity two-echelon distribution problem



EVENT DATE:

24.6.2020

TIME: 10:00

PLACE: ZOOM

Claudia Archetti

Information Systems, Decision Sciences and Statistics Department, ESSEC
Business School, France

Wednesday June 24 2020, 10:00

Online presentation: Zoom link available per request to
fabien.tricoire@jku.at

Abstract: We study a complex distribution problem in a two-echelon supply chain where three sets of stakeholders are involved: suppliers, distribution centers and customers. Multiple commodities are collected from the suppliers and delivered to the customers through distribution centers for consolidation purposes. Each supplier has a given available quantity for each commodity and each customer has a demand for each commodity. We consider a single decision maker who manages all distribution centers and organizes the collection and delivery operations. The commodities are collected from suppliers and delivered to distribution centers through direct trips, and distributed from the distribution centers to customers with a fleet of vehicles performing routes. Direct deliveries from suppliers to customers are not allowed. Commodities are compatible, that is any vehicle can transport any set of commodities as long as its capacity is not exceeded. Multiple visits to a customer are allowed to reduce transportation costs. However, for the sake of customers convenience, a single commodity has to be delivered at once. The problem is named Multi-Commodity two-echelon Distribution Problem (MC2DP). The objective is to find a collection and delivery plan that minimizes the total transportation cost, satisfying customer demands, and

not exceeding the available quantities at the suppliers and the vehicle capacities. The study of the problem is motivated by an application of short food supply chain with indirect sales to canteen, restaurants and supermarkets in the area of the French department of Isère. We develop a solution approach to the MC2DP based on the decomposition in two subproblems, associated with the collection and delivery phases, respectively, and the sequential solution of the subproblems. Two sequential approaches to the solution of the MC2DP are presented, depending on which of the two subproblems is solved first. In both cases, the solution of the first subproblem determines the quantity of each commodity at each distribution center. The second subproblem takes this information as input. We also propose different strategies to guide the solution of the first subproblem in order to take into account the impact of its solution on the second subproblem. The two proposed sequential approaches and the different strategies are evaluated and compared both on randomly generated instances, with different characteristics (supplier locations, customer locations, maximum supply quantities, number of distribution centers), and on a case study for the collection and delivery of fresh food products (fruits and vegetables) through a short and local supply chain using a set of distribution centers located in the French department of Isère. The computational results show the impact of the instance characteristics on the solution approaches and strategies.

About the Speaker: Since September 2019, Claudia Archetti is Associate Professor in Operations Research at ESSEC Business School in Paris. She was previously Associate Professor at the University of Brescia. She teaches courses for undergraduate, master and PhD students in OR and logistics. The main areas of the scientific activity are: models and algorithms for vehicle routing problems; mixed integer mathematical programming models for the minimization of the sum of inventory and transportation costs in logistic networks; exact and heuristic algorithms for supply-chain management; reoptimization of combinatorial optimization problems. Claudia Archetti has carried out the scientific activity in collaboration with Italian and foreign colleagues and published joint papers with some of the best researchers at the international level. She is author of more than 60 papers in international journals. She was Area Editor of Computers and Operations Research. She is Associate Editor of Transportation Science and of Networks and member of the Editorial Board of European Journal of Operational Research. Claudia Archetti is VIP3 of EURO, the Association of European Operational Research Societies, in charge of publications and communication.

Host(s): Fabien Tricoire and Prof. Sophie Parragh (PLM)

[Request Zoom Link](#)



Research seminar: Routing Electric Vehicles on Congested Street Networks

EVENT DATE:

22.6.2020

TIME: 15:00

PLACE: ZOOM

Dominique Feillet

École des Mines de Saint-Étienne, France

Monday June 22 2020, 15:00

Online presentation: Zoom link available per request to
fabien.tricoire@jku.at

Abstract: Freight distribution with electric vehicles (EVs) is a promising alternative to reduce the carbon footprint associated with city logistics. Algorithms for planning routes for EVs should take into account their relatively short driving range and the effects of traffic congestion on the battery consumption. This presentation presents a new methodology and illustrates how it can be applied to solve an electric vehicle routing problem with stochastic and time-dependent travel times, and with battery capacity chance-constraints. First, a new method for generating network-consistent (time and space correlated) and time-dependent speed scenarios is introduced. Secondly, a new technique for applying branch-and-price on instances defined on the real street network is developed. Computational experiments demonstrate the effectiveness of the approach for finding optimal or nearoptimal solutions in instances with up to 133 customers and almost 1500 road links.

About the Speaker: Dominique Feillet works as a Professor of Operations Research at Mines SaintEtienne. He received an engineering degree in Computer Sciences from ENSIMAG (Grenoble, France) and holds a PhD in Industrial Engineering from Ecole Centrale Paris (France). He joined Mines Saint-Etienne in 2008, where he is the head of the Center of Microelectronics of Provence since 2020. He joined the LIMOS laboratory, attached to the French National Center for Scientific Research (CNRS), in 2014 and is heading the research team on Decision-making tools for Production and Services since 2015. His primary research interest concerns the development of relevant discrete optimization models and methods with regards to new practices in transportation and distribution. He is particularly interested in vehicle routing optimization, but has also been involved in several collaborative projects with railway or shipping industries. His research has resulted in more than 60 publications in first-rank journals like

Transportation Science, EURO Journal on Transportation and Logistics, EJOR, Networks or Computers & OR. He was finalist of the VEROLOG Solver challenge in 2014 and winner of the Scientific Prize of the EURO/ROADEF challenge in 2016. He is Editor in Chief of EURO Journal of Transportation and Logistics since September 2019 and member of the advisory board of Computers & OR. He is a former secretary of the French Operations Research association (ROADEF). He has been involved in the organization of several national and international events as ROADEF'2003, NOW'2006, ROADEF'2010 or Odysseus 2015.

Host(s): Fabien Tricoire and Prof. Sophie Parragh (PLM)

[Request Zoom Link](#)

Institute: [Institute of Production and Logistics Management](#) **Contact(s):** Fabien Tricoire

International Services Marketing Paper Published!



Our paper on international services marketing was accepted for publication in the Service Industries Journal. It is a joint project between Assoc. Prof. Katharina Hofer, JKU, and Prof. Gary Knight, Willamette University, USA, providing an integrative assessment of the literature and a research agenda.

Despite the considerable importance of the services sector in international marketing, scholarly research in the area is limited and unsystematic. The article examines the domain and literature of international services marketing and reveals 942 published articles. Research in the area is under-represented, particularly in premier journals. The authors devise an integrative summary of thematic areas and contrast this with the revealed literature. After identifying the top publication outlets for recent research, the authors highlight the most salient theoretical perspectives and thematic areas. The article identifies gaps in the literature, proposes a research agenda, and specifies avenues for advancing scholarship in international services marketing.

[Publication Information](#)

Institute: [Institute of Retailing, Sales and Marketing / Marketing for Emerging Markets](#) **Author(s):** Katharina Hofer



Distance learning

Two sides of a Coin

What a change, suddenly having to switch to a different teaching mode, rearranging class-sessions to online sessions, in-class exercises and quizzes to extensive homework and adjusting final exams so that



students are able to write their exam at home, because, we are all at home now.

One side of the coin is to study or work at home where we can feel comfortable and work in our own pace, turning the video and audio connection on or off as we please. We can work and study at night or in the early morning hours perfectly aligned with our own and unique biorhythm.

As part of the Master Program for General Management, I teach Managerial Accounting for international students and regarding our Bachelor Program, I am setting my focus on Management Control Systems. In both classes I interact with students and try to inspire and motivate them to learn the practical approaches of our course content. However, in times of distant learning, motivation created a challenge for students and for me, presenting the other side of the coin. While Master students seem to be much more flexible having quickly adjusted to home-study and the very limited interaction in online sessions, my Bachelor students missed my presence and I must say, I missed them. The limited interaction in online sessions was due to limited replies from students. Sometimes, I had to ask three or four times until some student chose to reply. Students do not feel as confronted and involved due to the distance. Maybe that is why homework was at first insufficient for the Bachelor students. Master students, however, mastered their homework right from the start. I had to change and rearrange my didactic approach for my Bachelors in order to help them find a basis for study and a structure to build up course knowledge. Since Management Control Systems can be quite abstract for Bachelors who have not yet had any empirical practice in companies, it was necessary for me to be constantly available to them. Hence, we had feedback sessions and communicated per email even between the sessions. This increased my workload tremendously; however, homework was also improved tremendously thereafter. Though, it cost a lot of energy for me and my students.

At last, I am pleased that results of my applied distant learning methods were fruitful. However, for me, the quality of in-class teaching cannot be substituted and after asking my students, they feel the same way. Well,

Bachelors anyway. For my Master students, it turned out to be pretty evenly mixed.

We are left with the question: will the practice with distance learning endure now that we have experienced it; and if, to what degree? And what about the other side of the coin?

Institute: [Institute of Management Accounting](#)

Author(s): Johannes Slacik

New Program Director MSc Management and Double Degree Programs



Univ. Prof. Dr. Christoph Teller has been appointed program director of the MSc Management and the General Management Double Degree programs with STUST Tainan and ESC Troyes since March 2020 at JKU Business School.

Christoph has conducted, researched and taught at the Vienna University of Economics and Business and the Copenhagen Business School (Denmark). He then moved to the British university system, where he spent more than eleven years, first as a Senior Lecturer (Associate Professor) at the University of Stirling (Scotland) and then as a Full Professor (and Head of Department) at the University of Surrey (England). Currently, he leads the Institute of Retailing, Sales and Marketing at the Johannes Kepler University Linz, as the Chair of Marketing.

Christoph's research focuses on shopping behaviour and selected aspects of marketing and retail management. Christoph's work has been published in leading journals in the field of marketing, retailing and operations management. His most current research foci are store and agglomeration patronage behaviour, competition in retail agglomerations (shopping and town centres), the measurement of attractiveness in an on- and offline retail context, as well as the role of retail operations and shoppers in the Covid19 crisis.

Christoph has more than six years of experience in managing various marketing and management programmes in the United Kingdom. He now implements a holistic, client-centric approach to this MSc, with an outstanding student experience at its heart, from application to graduation

(and thereafter). He is excited by the opportunity to work together with his outstanding colleagues at the Business School and the excellent students in the MSc Management program.

More about the Programs

Institute: [Institute of Retailing, Sales and Marketing](#) **Author(s):** Manuela Sofia Breuer



Business School Dean is Part of COFAG

We are happy to share that Ewald Aschauer has been appointed Chairman of the Advisory Board of COFAG - the COVID-19 financing agency of the Federal GmbH. COFAG has been entrusted with the provision of services and the taking of financial measures which are necessary to maintain the solvency and to bridge liquidity difficulties of companies in connection with the spread of the pathogen SARS-CoV-2 and the economic effects caused thereby.



COFAG

Institute: [Business School Office](#) **Author(s):** Business School Office Team

Message from the Dean Team



We thank you wholeheartedly and can't emphasize enough how valuable your contributions have been. We know these are trying times, but we are confident that with this continued comradery and unity we will emerge successfully from the crisis. We hope you and your families are well and in good health, and look forward to seeing you around again.

Warmly,

Sophie, Wolfgang, & Ewald

Share your News!

Got information you want to share? Please let us know what's happening at your institute (events, guest speakers, etc) and we will publish it in the Newsletter and on the BUS website.

Contact us via email:

BusinessSchool@jku.at



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