

Date: **September 30, 2020**

### This Month's VIPs

#### Birthdays

*Count not the candles...see the lights they give. Count not the years, but the life you live. We hope you had a wonderful Birthday!*

**September**

Wolfgang Narzt	17.Sep
Najmesadat Nazemi	21.Sep
Sandra Mittmannsgruber	25.Sep
Arne Keller	30.Sep
Sandra Müller	30.Sep

#### Newcomers

**WELCOME!**  
[Julia Trautendorfer, MSc](#)

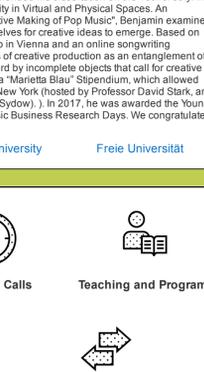


**Position:** University assistant  
**Institute:** Institute of Public and Nonprofit Management

#### Accomplishments

**Dissertation**  
**CONGRATULATIONS!**  
[Benjamin Schiemer](#)

**Institute:** Institute of Organization Science



Benjamin, who works at the Institute of Organization Science as a member of the DFG-funded Research Unit "Organized Creativity" successfully defended his dissertation on the 15th of July. In his dissertation titled "Organizing Distributed Creativity in Virtual and Physical Spaces: An Ethnographic Process Perspective on the Collaborative Making of Pop Music", Benjamin examined how individual and collective actors organize themselves for creative ideas to emerge. Based on two in-depth ethnographies of a leading music studio in Vienna and an online songwriting community, he develops a new theory of the process of creative production as an entanglement of content, skill and community production driven forward by incomplete objects that call for creative engagement. Last year, Benjamin successfully won a "Marietta Blau" Stipendium, which allowed him to spend some months at Columbia University, New York (hosted by Professor David Stark, and at Freie Universität Berlin (hosted by Professor Jörg Sydow)). In 2017, he was awarded the Young Scholars' Best Paper Award 2017 at the Vienna Music Business Research Days. We congratulate Dr. Schiemer for these great achievements.

[Organized Creativity](#) [Columbia University](#) [Freie Universität](#)

### Top Content in this issue:



News & Events



Research Calls



Teaching and Programs



Research

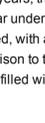


Call to Action

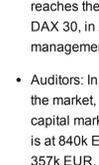
### CONTENT MENU

Corporate Governance Monitor 2020 released	30 years of Research on Customer Value	Design-Integrated IoT Capacity Building using Tangible Building Blocks	Elke Schüßler participates in the "Responsible Management Lectures"
IP-MAP Interactive Process Management	Colloquium on European Research in Retailing 2020	Performance Workshop "Enacting Innovation"	

## Corporate Governance Monitor 2020 released



With the Corporate Governance Monitor 2020, an annual comparative instrument is provided, which creates a guideline for theoretical and practical discussions on the structuring of corporate governance.



This second - even more comprehensive - report analyses 242 capital market-oriented companies in Austria and Germany and focuses in particular on key figures of the Supervisory Board, the remuneration and diversity structure of the Management Board and Supervisory Board, data on the audit of the financial statements and, for the first time, data on the qualifications of supervisory board members.

The following points are examples of the results:

- **Supervisory board and committees:** A large part of the work is done in committees; the number of supervisory board committee meetings has again increased compared to the previous year. There are no substantial differences between Austria and Germany.
- **Diversity in management bodies:** The median proportion of women is 29%; this shows that the proportion of women on supervisory boards has generally increased. Whereby there is still a need to catch up, especially for smaller companies. The board level presents a clearly different picture: only about 29% of all companies analysed can boast at least 1 woman on the board.
- **Age on the supervisory board:** The average age is 57 years; that of the chairmen 65 years (In the DAX 30 69 years)! In the year under review, 3%-8% of the supervisory boards were newly appointed, with an average age of 53 years. This indicates that in comparison to the previous year the Supervisory Board was only slightly filled with new younger supervisory board members.
- **Remuneration of the supervisory board:** According to a modern understanding of the supervisory board, it has an important strategic advisory function in addition to a monitoring function. Adequate remuneration must be paid for the performance of these tasks. At present, the remuneration for the entire supervisory board on the Austrian stock market is only 31.2% of the average remuneration of a member of the management board. While in Germany the ratio of the remuneration of the entire Supervisory Board approaches or even reaches the remuneration of a management board member on the DAX 30, in Austria the gap between the remuneration of the management board and the supervisory board is becoming wider.
- **Auditors:** In both Austria and Germany, the BIG 4 audit firms dominate the market, which is naturally due to the international orientation of capital market-oriented companies. The overall median fee for auditing is at 840k EUR, with a large difference between Austria (bond issuers 357k EUR, share issuers 386k EUR) and Germany (DAX 30 12,838k EUR and Non DAX 30 932k EUR).
- **Transparency:** There are still differences between Germany and Austria in the transparency of remuneration disclosures. The new Shareholder Rights Directive will continue to pose a challenge for transparency in Austrian companies, as information at the individual level is only available to a limited extent. However, considerable improvements can already be seen: 81% of share issuers in Austria already report on an individual level (previous year: 38%), while Austrian bond issuers, at 38%, still have room for improvement.

The complete report can be accessed on the website. The research project is a cooperation between the Institute for Accounting and Auditing at the Johannes Kepler University Linz and the Board Service Center. It is funded by the B&C Privatstiftung.

#### Board Service Center

**Institute:** [Institute for Accounting and Auditing](#)

**Info Provided by:** Ewald Aschauer, Roman Rohatschek, Markus Isack



## 30 years of Research on Customer Value

With her groundbreaking publications 30 years ago marketing professor Valarie Zeithaml (University of North Carolina) initiated scientific research on value from the customer's perspective. Moreover, she substantially influenced existing thinking on services marketing and service quality. Hence, Valarie Zeithaml was named a Thomson Reuters Highly Cited Researcher in the report on "The World's Most Influential Scientific Minds".



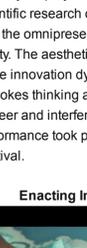
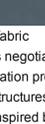
Building on that Professor Zeithaml, Professor Zauner, and an international team of experts from the University of St.Gallen, WU Vienna, and Ghent University have published an article in the renowned Journal of Service Research (5-year impact factor: 9.211). In the results provide a sound basis for research on (digital) marketing and current practice alike.

#### Article

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

**Info Provided by:** Laurens Defau

## Design-Integrated IoT Capacity Building using Tangible Building Blocks



Christian Stary & Claudia Kaar, from the Institute of Business Informatics, Communications Engineering had one of their papers published at the 2020 IEEE 20th International Conference on Advanced Learning Technologies (ICALT).

The paper was titled 'Design-Integrated IoT Capacity Building using Tangible Building Blocks.' It explored how the emergence of customized services and products utilizing Internet-of-Things (IoT) systems requires specific design skills. Developers need to integrate IoT systems as complex hardware/software systems of highly dynamic nature, coherently connected to design representations, such as digital twins. While the importance of designing a use or business case is acknowledged in IoT engineering, there is a lack of methods integrated with the early design phases of IoT systems. We propose an agile support method for design-integrated capacity building. The approach features tangible IoT components and their (meta-)models, which are complemented by digital learning support tools. The benefits stemming from tangible design and implementation are structured and aligned hands-on experiences including system prototyping.

#### Article

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

**Author(s):** Christian Stary



## Elke Schüßler participates in the "Responsible Management Lectures" organized by FH Wien

Elke Schüßler, Institute of Organization Science, is invited as a guest speaker for the "Responsible Management Lectures" organized by FH Wien. The lecture series has already brought together a series of leading sustainability scholars such as **Dr.<sup>in</sup> Dorothee Baumann-Pauly** (NYU Stern School of Business), **Prof. Ioannis Ioannou, PhD** (London Business School), **Prof. Guido Palazzo** (Université Lausanne) or **Prof. Craig Smith** (INSEAD) and practice speakers such as **Dr.<sup>in</sup> Brigitte Mohn**, Mitglied des Vorstandes (Bertelsmann Stiftung) and **Dr. Sebastian Fritz-Morgenthal**, Director and Head of Global Risk (Bain & Company Inc.). All lectures can be streamed via Zoom.

### Save the Date!

Thursday, 22.10.2020  
The Political Power of Multinational Corporations  
Prof. Dr. Annette Schmeidler  
University Lecturer, Assistant Professor  
Slovenian Business School

Thursday, 6.11.2020  
Collective Action on Living Wages  
Prof. Dr. Elke Schüßler  
Head of Institute for Organization Science  
Johannes Kepler University Linz

**Responsible Management Lectures**  
Ideas for Better Business  
WS 2020 | Online via Zoom | 18.30-20.00  
Powered by Institute for Business Ethics and Sustainable Strategy

Thank you to all our partners:  
**BLAGUSS Kapsch** **globe** **Karlma** **if** **berndorf**

#### To Event

**Institute:** [Institute of Organization Science](#)

**Author(s):** Elke Schüßler & Rene Haas

## IP-MAP Interactive Process Management for Performance Improvement



This new research project explores how interactive process management can help to continuously improve the service delivery of partners in corporate networks. Essential aspects are the articulation of starting points for improvement as well as the step-by-step transfer into realizable organizational workflows. The project investigates different approaches to gain ideas for performance improvement and their constructive transfer into process models in the business field of corporate partners.

#### Project

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

**Author(s):** Christian Stary



## Colloquium on European Research in Retailing (CERR) 2021 SUBMISSIONS REQUEST



Eight years ago, Professor Christoph Teller together with Professors Herbert Kotzab (University of Bremen) and Xavier Brusset (SKEMA Business School, France) established the Colloquium on European Research in Retailing (CERR). The 2020 edition of the conference took place at the University of Valencia in a hybrid format hosted by Professor Marta Frasquet. The theme of CERR 2020 was "Transforming Retail Channels in the Digital Era: Marketing and Operations Perspectives". Christoph chaired the Doctoral Colloquium where PhD students and early career scholars were supported to develop their work into a journal publication. CERR has advanced to one of the largest events in retail research despite the current circumstances. Its mission has always been to establish a vibrant and supportive community of retail scholars by markedly expanding opportunities for delegates to connect and explore ideas. On the back of this year's event the Association of Retail Research and Education (ARRE) was founded. Marta, Xavier and Christoph will serve as founding presidents for the next two years. The vision of ARRE is to inspire and enable a better, more effective and collegiate retail research community in Europe and beyond.

Next year's event will take place at Sophia Antipolis close to the French Riviera.

**Christoph of course looks forward to submissions from his esteemed JKU colleagues.**

**CERR 2020**

**CERR 2021 Call for Papers**

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

**Info provided by:** Christoph Teller

## Business School at Ars Electronica Festival



**JKU LIT @ Ars Electronica**  
**Friday the 11th & Saturday the 12th of September, 2020**

Dr. Judith Igelböck from the Institute of Organization Science is part of an interactive performance on the subject of "Enacting Innovation" which was developed together with Berlin's leading drama school [HFS Ernst Busch](#).



'Enacting Innovation' is a participatory staging of the social fabric surrounding contemporary innovation practices. Participants negotiate the roles and situations that are frequently encountered in innovation processes and act out conflicts, with each other and the technical infrastructures typically employed within such contexts. The simulation is inspired by social scientific research on 'innovation scripts' – the recipes followed in dealing with the omnipresent societal and economical pressure to prove innovative ability. The aesthetical dramatization of these innovation scripts aims to make innovation dynamics 'experienceable' to the festival audience and provokes thinking about our powers and powerlessness when it comes to steer and interfere with processes of societal change and renewal. The performance took place at the new Learning Center at the Ars Electronica Festival.

#### Enacting Innovation



#### Prix Forum Digital Communities



**Digital Communities as drivers for social change**  
Prof. Thomas Gegenhuber, Assistant Professor for Digital Transformation at Leuphana University Lüneburg and associated researcher at the Institute of Organization Science, also contributed to the Ars Electronica festival. In his research, Thomas studies new forms of organizing, such as online platforms and digital communities. Embracing the principles of engaged scholarship, he did not hesitate when the Ars Electronica asked him to join as a jury member for the category "Digital Communities." For the first time, the Prix Ars Electronica jury awarded a "leaderless" movement, namely the people of Hong Kong fighting for their freedom and democracy. Thomas also moderated the Prix Forum Digital Communities exploring how communities can be a force of change.

Thomas also participated in the newly devised format CQC (Creative Question Challenge). Together with Irini Papadimitriou (Creative Director Future Everything) and Hide Ogawa (Director of Ars Electronica Futurelab), he explored opportunities and challenges at the intersection of art and governance. Both sessions were recorded and are available online.

Enacting Innovation	Awards - Honourable Mention	OK Impressions	Creative ? Challenge
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**Institute:** [Institute of Organization Science](#)

**Author(s):** Elke Schüßler

## Message from the Dean Team

We hope you had a great summer and wish for you a productive school start! Please stay safe while we continue through our journey out of the current difficult situation.

*Sophie & 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.  
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[BusinessSchool@jku.at](mailto:BusinessSchool@jku.at)



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