

# Annual Report 13



# Annual Report 2013





# Contents

---

---

<b>A Word from the Rector</b>	<b>4</b>	<b>Awards and Rankings</b>	<b>54</b>
		Award-Winning Achievements	55
<b>Highlights 2013</b>	<b>6</b>	WU Awards	57
		National and International Rankings	58
<b>Campus WU</b>	<b>12</b>	<b>Research</b>	<b>60</b>
Welcome to Campus WU!	13	Research	61
Time for a Change	15	WU's Departments: An Overview	62
University of the Future	18	Research Institutes and Competence Centers	66
		Successful Research	78
<b>Sustainability</b>	<b>26</b>	International Conferences at WU	85
WU = Sustainable	27	<b>Students</b>	<b>86</b>
		Teaching and Learning on the New Campus	87
<b>International Relations</b>	<b>30</b>	Academic Programs	90
WU International	31	WU Alumni: Keeping in Touch	94
Mobility in Numbers	35	WU ZBP Career Center	95
Faculty Mobility	36	Lifelong Learning	96
CEMS – 25 Years of Excellence	41	<b>Communication and Events</b>	<b>100</b>
Focus on CEE	44	Events, Web, and More	101
International Summer University Programs	48	Auditorium and Room Sponsoring	105
An International Perspective	53	<b>Facts &amp; Figures</b>	<b>106</b>

---

# A Word from the Rector

---

---

## DEAR FRIENDS OF WU,

2013 was a year of major changes and positive developments at WU. One of the most important and highly visible changes was, of course, the move to our new, modern campus in Vienna's second district. The new campus offers not only stunning, innovative architecture, designed by six internationally renowned architects, but more importantly, vastly improved studying and working conditions for WU's students, faculty, and staff. The spacious campus with its inviting grounds and numerous new restaurants and cafés is also a welcome addition to the city of Vienna, and has been well received by neighbors and visitors.

The Grand Opening Ceremony on October 4 was a major milestone in WU's history. Some 1,000 guests attended, representing the government, business, academia, the arts, and the WU community. The Open Campus event following the ceremony offered thousands of visitors, including the friends and families of many WU employees, live entertainment and the opportunity to take guided tours of the campus.

For more on the new Campus WU and the Grand Opening Ceremony on October 4, please turn to page 13.



© Sabine Hauswirth



Vice-Rector Michael Meyer, Vice-Rector Edith Littich, Rector Christoph Badelt, Vice-Rector Regina Prehofer, Vice-Rector Barbara Sporn (from left)

WU sees its new campus as a challenge to take on responsibility and to redefine its role in Austria and the scientific community. WU has chosen to focus on a few key values, including diversity, responsibility, innovation, and sustainability. WU stands for a diversity of perspectives on society and the economy, responsibility in business, society, and politics, innovative thinking to solve the problems of the future, and sustainability to ensure the best possible future for generations to come. With regard to sustainability, WU has taken some important steps: The new Campus WU was built according to sustainable "green building" principles, as part of WU's contribution towards conserving the world's precious resources. WU has also established a Competence Center for Sustainability. In its coordinative function, the Competence Center supports and encourages sustainability in teaching, research, and everyday academic life. For more on sustainability at WU, please see page 26.

Other major developments in 2013 were perhaps less high-profile than the new campus, but just as impactful. For example, after applying for its EQUIS reaccredita-

tion in 2012, WU was awarded a full five-year reaccreditation in 2013. Very few universities fulfill the demanding criteria necessary to be awarded the maximum five-year accreditation. The EQUIS seal of excellence stands for high standards in teaching and research and is a visible confirmation of a university's outstanding achievements. With this reaccreditation, WU belongs to an elite circle of just 140 accredited business universities in 40 countries – only 66 of which have been granted the full five-year accreditation – and is one of the best universities of business and economics in the German-speaking world.

2013 was without a doubt an important and successful year for WU, made possible by the dedication and commitment of the entire WU community. In the name of the entire Rector's Council, I would like to express our sincere thanks to everyone who contributed to this success.

Regards from Vienna,  
**Christoph Badelt**  
 Rector



# Highlights



# Highlights 2013

---

2013 was a year of highlights for WU. This chapter provides a compact overview of the most important topics and issues that defined the past year.

---

## **CAMPUS WU**

After four years of construction, WU's modern, 90,000 square meter campus is now in full operation. The campus consists of six building complexes, designed by international architects, clustered around a central Library & Learning Center. This unique university compound provides some 24,000 students and 700 researchers and faculty members with ideal conditions for teaching and learning. Approximately 55,000 square meters of publicly accessible open space surround the six building complexes of Campus WU, uniting the different architectures and structuring the campus' public space. After completion of the campus in the summer of 2013, the entire university relocated on just three consecutive weekends. Please turn to page 18 for more about WU's new campus.

## **Grand Opening**

The Grand Opening Ceremony on October 4, 2013, was attended by President of the Federal Republic of Austria Heinz Fischer and hundreds of guests, including government representatives, members of the business, academic, and arts communities, and many WU employees and students. In his speech, Rector Badelt called the new campus, "both a challenge and an inspiration for WU to redefine its role in the nation and in the scientific community."

Thousands of visitors came to the Open Campus event following the ceremony and enjoyed the live entertainment and the opportunity to take guided tours of the campus.





New University Board: Stephan Koren, Silvia Angelo, Brigitte Jilka, Ewald Nowotny, Thomas Uher (from left)

### Commemorative Memorial

A memorial is in planning to commemorate the students, faculty, and staff of the University of World Trade (the institution that would later become today's WU) who were victims of the Nazi regime. WU hopes to bring a measure of closure to this chapter in its history by using the results of a WU research project investigating the fates of these people to create the commemorative memorial. The biographies of the victims have been compiled in a virtual memorial book.

To find a design for the memorial, art students and recent art school graduates were invited to participate in a juried competition. The winning design is currently being realized and will be erected on Campus WU in May, 2014.

### EQUIS REACCREDITATION

WU received its first EQUIS accreditation in 2007, as the first and only Austrian university. EQUIS stands for European Quality Improvement System, and the EQUIS accreditation is awarded by the European Foundation for Management Development (EFMD) to top-quality universities and business schools. To maintain their accredited status, universities are subject to regular, compre-

hensive reviews by the accreditation agency EFMD. On March 12, WU was officially reaccredited with the EQUIS seal of quality, for the first time for a full five years. Very few universities fulfill the demanding criteria necessary to be awarded the maximum five-year accreditation. With this reaccreditation, WU belongs to an elite circle of just 140 accredited business universities in 40 countries – only 66 of which have been granted the full five-year accreditation – and is one of the best universities of business and economics in the German-speaking world.

### NEW UNIVERSITY BOARD

The constitutive meeting of the new WU University Board was held on April 2, 2013. Ewald Nowotny, Governor of the OeNB Oesterreichische Nationalbank, was appointed unanimously as the Board's fifth member at this meeting. Brigitte Jilka, Director of the Executive Group for Construction and Technology of the City of Vienna, was appointed Chair, and Stephan Koren (CEO, Österreichische Volksbanken-AG) as Deputy Chair. Silvia Angelo (Head of the Economic Policy Department of the Vienna Chamber of Labor) and Thomas Uher (Member of the Management Board, Erste Bank der oesterreichischen Sparkassen AG) make up the rest of the new WU University Board.

---

## **SUSTAINABILITY**

WU is committed to sustainability: The University's new campus was built to conform to "green" standards, and both an Institute and WU's newest Competence Center are dedicated to encouraging sustainability in teaching, research, and academic life.

WU's new Competence Center for Sustainability was established in the summer of 2013. It has a coordinative function and is intended to encourage increased sustainability in teaching, research, and everyday academic life. For more on sustainability at WU, please turn to page 26.

## **SUCCESSFUL EVENTS**

Observing, documenting, and discussing current developments in science and society are important parts of a university's dossier. WU holds a number of high-profile discussion events to contribute to public discourse on the events and topics important to today's society. The popular series "Open Minds" was held three times in 2013, featuring in-depth discussions on the future of Europe, climate change, and population demographics.

In November, prominent members of the business community talked finance with WU professors in the new discussion series "Wirtschaft Wissenschaft Unplugged." The first event in the series focused on the topic of Austria's future as a business location. After the panel discussion, a Q&A session gave the audience the opportunity to participate in the discussion. Find out more about WU's numerous events starting on page 101.

## **8TH VIENNA SEMINAR OF NOBEL LAUREATES**

The 8th Vienna Seminar of Nobel Laureates, held in October 2013, focused on economics. Nobel Laureates James Heckman, Finn Kydland, and Roger Myerson held a series of lectures and participated in panel discussions. On October 16, two of the Laureates spoke at WU: Finn E. Kydland held a talk on "Policy Consistency and the Growth of Nations," and James J. Heckman discussed "The Economics and Econometrics of Human Development."

---

A photograph of two men in business suits. The man on the left, Peter J. Oswald, is smiling and holding a blue rolled-up certificate. The man on the right, Christoph Badelt, is clapping his hands and smiling. The background is a plain, light-colored wall.

© Christof Wagner

---

Peter J. Oswald, CEO of Mondi Europe & International, was selected as WU Manager of the Year 2013.

---

### **WU MANAGER OF THE YEAR 2013**

Peter J. Oswald, CEO of Mondi Europe & International, was selected as WU Manager of the Year 2013. The award ceremony was held on October 24, 2013.

“Peter Oswald combines outstanding management skills, vision, and strategy with a true commitment to sustainability,” says WU Rector Christoph Badelt.

The annual WU Manager of the Year event highlights WU’s excellent connections to the business community and is awarded to managers who have made a particularly outstanding contribution to society and the economy as a whole.

More on Peter J. Oswald and the WU Manager of the Year can be found on page 103.

### **CEMS BEST COURSE AWARDS**

Each year, CEMS conducts a student evaluation of all CEMS courses offered worldwide, and awards three prizes for the best courses. A remarkable total of three Best Course Awards for the Master’s in International Management/CEMS program went to WU this year. This is a first in CEMS’ 25-year history. The course Global Leadership was selected as best elective, and the other two awards went to the WU courses Global Strategic Management and Cross-Cultural Management. See page 55 for more information on the award-winning courses.

### **NEW DOUBLE DEGREE PROGRAM**

WU successfully negotiated a new double degree agreement with Italy’s renowned Università Commerciale L. Bocconi in 2013, and starting in 2014, up to five WU students per year will have the opportunity to complete a year of their studies in Italy and earn an additional degree from this top European school. The program will be open to students in the MSc programs Marketing and Strategy, Innovation and Management Control.

---

---

### **FINANCIAL TIMES RANKING**

International rankings are a method of objectively comparing universities based on their merits and provide schools with feedback on the quality of their performance and areas with potential for improvement. WU has participated successfully in international rankings for years. The annual Financial Times ranking is one of the world's most influential academic rankings, and WU performed well again in 2013.

### **European Business Schools Ranking**

WU came in at 42nd place in the 2013 Financial Times European Business Schools Ranking, comparable to universities such as Warwick Business School, Mannheim Business School, Copenhagen Business School, or the Stockholm School of Economics.

### **Masters in Management Ranking**

WU placed 22nd in the Financial Times Masters in Management Ranking, which translates to an outstanding fifth place in the German-speaking world. This puts WU on the same level as internationally renowned schools like the London School of Economics and Political Science and Università Bocconi.

### **Executive MBA Ranking**

WU Executive Academy's Global Executive MBA was ranked 46 out of 100 programs worldwide in the 2013 Financial Times Ranking, rising five places from 2012. This makes the Executive MBA one of the best MBAs in the German-speaking world.

For more details on the individual ranking results, please see page 58.

### **INTERNATIONAL BOARD**

The International Board, a panel of renowned experts in university management, meets with the Rector's Council once a year to discuss current developments, future perspectives, and areas with potential for improvement.

The 7th International Board Meeting was held at WU in May of 2013. A tour of the almost-completed new campus was one of the highlights of the meeting. For a complete list of the members of the International Board, please turn to page 53.

---

# Campus WU





# Welcome to Campus WU!

---

After 45 months of construction, the new Campus WU was completed in the summer of 2013. High-profile guests attended the Grand Opening on October 4, representing the government, business, academia, and the arts.

---

## GRAND OPENING

The Grand Opening Ceremony held on October 4, 2013 in the Forum of the new Library & Learning Center was attended by approximately 1,000 guests, including government representatives, members of the business, academic, and arts communities, and many WU employees and students. A procession led by President of the Federal Republic of Austria Heinz Fischer and Rector Christoph Badelt was followed by a discussion on the early days of this enormous project with Vienna's Vice-Mayor Renate Brauner, European Commissioner Johannes Hahn, Austrian Federal Minister for Science and Research Karlheinz Töchterle, and WU Vice-Rector Regina Prehofer.

The Rector was presented with a symbolic key to the campus by Wolfgang Gleissner, Managing Director of BIG Bundesimmobiliengesellschaft (a company which manages Austrian publicly owned real estate), and

held a speech to thank everyone who contributed to the realization of the new campus. Rector Badelt also addressed the responsibilities associated with a project of this dimension, saying, "The Republic's investment in this project is both a challenge and an inspiration for WU to redefine its role in the nation and in the scientific community."

President Heinz Fischer was impressed by the positive and future-oriented spirit noticeable on the new campus and praised the fact that the project was completed on schedule and within budget.

Before concluding the ceremony, President Heinz Fischer and Rector Badelt unveiled a plaque with a text in German and English thanking the Austrian taxpayers for financing the Campus WU project. A reception for the invited guests was held after the ceremony.



Austrian President Heinz Fischer, Claudia Reiterer, and Rector Christoph Badelt at the Grand Opening Ceremony

## PLAQUE IN THE LIBRARY & LEARNING CENTER

The Vienna University of Economics and Business (WU) wishes to express its gratitude to the public, whose contributions have enabled the building of this campus. Without public funding, it would be impossible to realize one of the fundamental principles enshrined in the Austrian Constitution since 1867: the freedom of university research and teaching.

## OPEN CAMPUS

On the afternoon of October 4, after the Grand Opening Ceremony, Campus WU opened its doors to the public and to family and friends of WU faculty, staff, and students. Thousands of interested visitors were drawn to the campus by the numerous entertainment and informational events scheduled throughout the day.

Highlights included guided tours of the campus buildings, giving visitors the opportunity to see areas of WU not normally open to the public. Visitors who preferred to explore on their own found plenty to see and do as well: Bicycle rickshaw tours, video showings in all buildings, and presentations by individual academic and service units made sure there was something for everyone.

A diverse entertainment program, including an urban parkour demonstration and various musical acts, added to the fun.

A spectacular light show projected onto the façade of the Library & Learning Center provided the perfect ending to the day.

## FIND OUT MORE ONLINE



The Grand Opening (photo gallery)  
[short.wu.ac.at/fpfq](https://short.wu.ac.at/fpfq)



Open Campus (photo gallery)  
[short.wu.ac.at/f3sn](https://short.wu.ac.at/f3sn)



Light Show on the Library & Learning Center  
(Video)  
[short.wu.ac.at/fmzv](https://short.wu.ac.at/fmzv)

# Time for a Change

---

The move to the new Campus WU went smoothly and brought numerous positive changes for WU's students, faculty, and staff.

---

## PACKING UP – SAYING GOODBYE TO THE AUGASSE BUILDING

Students, faculty, and staff members gathered for a Farewell Celebration to take leave of WU's old building on June 26, 2013. Former Rector Herbert Matis reminisced about the opening ceremony held for the old building 31 years ago. Successful WU graduates also spoke, telling stories and anecdotes about their time as students at the old Augasse address. Rather than focusing only on the past, however, Rector Badelt's speech looked towards the future, calling the construction of the new campus a symbol for WU's central values: diversity, open-mindedness, responsibility, and innovation.

## PREPARING FOR THE MOVE

Providing sufficient and timely information is one of the prerequisites for the successful relocation of such a large organization, and WU's faculty and staff were kept well informed about the move from early on. The online relocation portal played an important role: Employees could consult the site for relocation schedules and other information and ask questions about the new campus, the details of moving their unit, and furnishing the new

offices. Closer to the move, employees used the online tool to print custom labels to ensure that their boxes landed in the right office. A regular newsletter and informational events kept the WU community up-to-date on the progress of construction and relocation, and guided tours of the site were offered on a regular basis, giving faculty and staff members the opportunity to view their future offices.

A Welcome Booklet with important information about getting started on the new campus and who to contact in case of problems was waiting on each employee's desk on the first day of work in the new buildings.

## IT INFRASTRUCTURE

It took two weekends to move and install the central servers and storage systems and get the IT infrastructure up and running. The move was accomplished without any service interruptions for WU users. Through a combination of new virtualization technology and geothermal cooling systems, the new WU IT infrastructure is considerably more energy efficient and sustainable than before.

---

#### **MOVING IN**

The first units relocated on the weekend of August 15, and the staff of the office of the Vice-Rector for Academic Programs and Student Affairs, Study Services, and part of the IT Services division started work in their new offices on the following Monday. As the admissions period for the fall semester started the next day, it didn't take long for the first students to find their way to the new Campus WU.

The rest of WU was moved in over the following two weekends. The logistics of moving such a large organization are dizzying: Some 26,000 packing cases had to be transported from the old buildings in different areas of Vienna's ninth district and distributed correctly throughout the new campus. By September 2, the relocation was completed, all offices were in operation, and the first Summer University 2013 courses could be held on the new Campus WU.

#### **MOVING THE LIBRARY**

The library presented a special logistical challenge. A total of 800,000 media, translating to 21,390 running meters of shelved books, journals, etc., were transferred over a period of 26 days. To complicate matters further, the library underwent a complete reorganization as part of the move. During the relocation process, books and other materials from over 70 small, individual Institute libraries were integrated into the OMV Central Library's collection or into the collections of one of the three new specialist libraries (Library for Law, Berndorf Library for Business Languages, and Library for Social Sciences).

#### **NEW CAMPUS, NEW OPPORTUNITIES**

The layout of the campus grounds themselves is one of the most positive changes for both students and employees. The wide, open walkways and spaces between the buildings and the on-campus restaurants and cafés encourage communication and networking between students, faculty, and staff.

---



Completing the new offices on Campus WU  
Rector Badelt speaking at the Farewell Celebration

Having all academic and service units consolidated in one place also makes life considerably easier for the WU community. The campus was planned to reflect the three-phase Bologna Process academic architecture. The Teaching Center is where most of the auditoriums and seminar rooms are located, and bachelor students will have most or all of their classes in this building. Smaller classrooms and seminar rooms for graduate and post-graduate-level classes are found in the individual Department buildings. Continuing and post-experience educational programs are held in the WU Executive Academy, which now has its own building on campus.

Another vast improvement for students is the increased number of workstations available for individual studying or group work. A total of 3,000 self-study places are available on campus, which is three times the number of places in the old buildings. 1,500 workstations are

located in the Library & Learning Center, and the rest are distributed throughout the complex. All student workstations are equipped with electrical outlets and Wi-Fi. The new campus also offers students totally new room categories, like project rooms for group study, tandem learning rooms for learning foreign languages, or individual carrels bookable by graduate students for working on their theses.

Unlike the old location, all auditoriums and other classrooms have natural daylight and are equipped with state-of-the-art teaching technologies, allowing instructors to try out new and innovative teaching methods. Special training is available to teachers to help them get the most out of the new equipment. For more details on the new teaching and learning tools on Campus WU, please see the chapter "Students@WU."



# University of the Future

---

Diversity, open-mindedness, responsibility, and innovation – the new Campus WU is the concrete realization of WU’s vision for a modern university. The new architecture reflects the values and ideas WU stands for.

---

After just four years of construction, WU’s modern, 90,000 square meter campus is now in full operation. The campus consists of six building complexes, designed by international architects, clustered around the central Library & Learning Center. This unique university compound provides some 24,000 students, 700 researchers and faculty members, and 600 administrative staff members with ideal working and learning conditions.

In addition to standard academic infrastructure like classrooms, libraries, and offices, the campus also has a number of publicly accessible amenities, including restaurants, bookstores, a child care center, sports facilities, and a supermarket.

## KEY FACTS

- › Six building complexes, 100,000 m<sup>2</sup> total floor space
- › Property area: 90,000 m<sup>2</sup>, 560 meters long and between 150 and 210 meters wide
- › 55,000 m<sup>2</sup> publicly accessible grounds
- › Approximately 4,000 rooms, including 90 auditoriums and seminar rooms seating well over 5,000 students
- › A total of 3,000 student workstations on campus, 1,500 in the OMV Central Library

## OUT AND ABOUT

Approximately 55,000 square meters of publicly accessible open space surround the six building complexes of Campus WU, perfect for strolling and exploring. The campus is accessible 24 hours a day, seven days a week, and 365 days a year through one of the three main entrances and five entry passageways.

The campus grounds serve both to unite the strikingly different architectures and to structure the campus’ public space. Platforms, parks, water features, and promenades structure the entire area into smaller, public-square-like spatial units. Benches and seating landscapes distributed throughout the grounds invite the visitor to sit, lounge, and relax.

The heart of the campus, the main square, is located directly in front of the Library & Learning Center. All paths through the campus lead to this central area, which can also be used as a high-tech, multi-purpose stage for events.

The grounds are designed to offer plenty of opportunities for communication and meeting people, and not just for the WU community: Visitors and area residents are more than welcome to use the public spaces on Campus WU and frequent the shops, restaurants, and cafés.

---



© BOAnet.at



© Werner Weifhapp

Left photo: Building EA, WU Executive Academy  
 Right photo: Building D3/AD, Departments and Administration

BUILDING	KEY FACTS	UNITS
<b>EA: WU Executive Academy</b>	<ul style="list-style-type: none"> <li>› Architects: NO.MAD Arquitectos, Madrid</li> <li>› Total floor space: approx. 7,000 m<sup>2</sup></li> <li>› Reflective façade</li> </ul>	<ul style="list-style-type: none"> <li>› WU Executive Academy</li> <li>› WU Alumni Club</li> </ul>
<b>D3/AD: Departments and Administration</b>	<ul style="list-style-type: none"> <li>› Architects: CRABstudio, London</li> <li>› Total floor space: approx. 25,000 m<sup>2</sup></li> <li>› Two-part complex</li> <li>› Yellow-orange-red façade faced with wooden planks</li> </ul>	<p><b>Departments</b></p> <ul style="list-style-type: none"> <li>› Business, Employment and Social Security Law</li> <li>› Finance, Accounting and Statistics (Accounting only)</li> <li>› Public Law and Tax Law</li> </ul> <p><b>Research Institutes</b></p> <ul style="list-style-type: none"> <li>› CEE Legal Studies</li> <li>› European Affairs</li> <li>› International Taxation</li> <li>› Urban Management and Governance</li> </ul> <p><b>Administration</b></p> <ul style="list-style-type: none"> <li>› Rector’s Council</li> <li>› University management</li> </ul> <p><b>Library for Law</b></p>



Left photo: Building D4, Departments

Right photo: Building LC, Library & Learning Center

BUILDING	KEY FACTS	UNITS
<b>D4:</b> <b>Departments</b>	<ul style="list-style-type: none"> <li>› Architects: Estudio Carme Pinós S. L., Barcelona</li> <li>› Total floor space: approx. 19,000 m<sup>2</sup></li> <li>› 'Tetris' façade</li> </ul>	<p><b>Departments</b></p> <ul style="list-style-type: none"> <li>› Economics</li> <li>› Finance, Accounting and Statistics (without Accounting)</li> <li>› Socioeconomics (without Managing Sustainability)</li> </ul> <p><b>Research Institutes</b></p> <ul style="list-style-type: none"> <li>› Computational Methods</li> <li>› Economics of Aging</li> <li>› Human Capital and Development</li> <li>› Regulatory Economics</li> <li>› Spatial and Real Estate Economics</li> </ul> <p><b>Competence Center</b></p> <ul style="list-style-type: none"> <li>› Empirical Research Methods</li> </ul> <p><b>Library for Social Sciences</b></p>
<b>LC:</b> <b>Library &amp; Learning Center</b>	<ul style="list-style-type: none"> <li>› Architects: Zaha Hadid Architects, Hamburg</li> <li>› Total floor space: approx. 44,000 m<sup>2</sup></li> <li>› 1,500 student workstations</li> <li>› Cantilevered roof with monitor</li> </ul>	<ul style="list-style-type: none"> <li>› Student Services</li> <li>› IT Services</li> <li>› International Office</li> <li>› WU ZBP Career Center</li> </ul> <p><b>OMV Central Library</b></p> <ul style="list-style-type: none"> <li>› Library management</li> </ul>



© BOAnet.at



© BOAnet.at

Left photo: Building TC/D1, Departments and Teaching Center  
 Right photo: Building D2/SC, Departments and Student Center

BUILDING	KEY FACTS	UNITS
<b>TC/D1:</b> <b>Teaching Center and Departments</b>	<ul style="list-style-type: none"> <li>› Architects: BUSarchitektur ZT GmbH, Vienna</li> <li>› Total floor space: approx. 32,000 m<sup>2</sup></li> <li>› Space for approx. 5,000 people</li> <li>› Auditorium Maximum seats 650</li> </ul>	<p><b>Departments</b></p> <ul style="list-style-type: none"> <li>› Global Business and Trade</li> <li>› Socioeconomics (Managing Sustainability only)</li> </ul> <p><b>Research Institutes</b></p> <ul style="list-style-type: none"> <li>› Co-Operation and Co-Operatives</li> <li>› Family Businesses</li> <li>› Health Care Management and Economics</li> <li>› Liberal Professions</li> <li>› Supply Chain Management</li> </ul> <p><b>Competence Centers</b></p> <ul style="list-style-type: none"> <li>› Central and Eastern Europe (CEE)</li> <li>› Sustainability</li> <li>› Non-profit Organizations and Social Entrepreneurship</li> </ul>
<b>D2/SC:</b> <b>Departments and Student Center</b>	<ul style="list-style-type: none"> <li>› Architects: Atelier Hitoshi Abe, Japan</li> <li>› Total floor space: approx. 29,000 m<sup>2</sup></li> <li>› Two building segments</li> <li>› Millefeuille building structure</li> </ul>	<p><b>Departments</b></p> <ul style="list-style-type: none"> <li>› Foreign Language Business Communication</li> <li>› Information Systems and Operations</li> <li>› Management</li> <li>› Marketing</li> <li>› Strategy and Innovation</li> </ul> <p><b>Research Institute</b></p> <ul style="list-style-type: none"> <li>› Urban Management and Governance</li> </ul> <p><b>Berndorf Library for Business Languages</b></p> <p><b>Students' Union</b></p>

### WU COMMEMORATIVE PROJECT

A memorial is in planning to commemorate the students, faculty, and staff of the University of World Trade (Hochschule für Welthandel), the institution that would later become today's WU, who were expelled, persecuted, and murdered during the Nazi regime. The idea for the memorial, to be erected on a central location on Campus WU, came from a WU research project launched in 2012. This project is researching the fates of people affiliated with the University of World Trade who

were hindered in their work or studies for racist, ideological, or political reasons after the Anschluss of Austria to Nazi Germany. WU hopes to bring a measure of closure to this chapter in its history by using the results of this research to create the commemorative memorial. The biographies of the victims will be compiled in a virtual memorial book.

To find a design for the memorial, art students and recent art school graduates were invited to participate in a juried competition, held in cooperation with the Academy of Fine Arts Vienna. A high-profile jury led by Eva Blimlinger, Rector of the Academy of Fine Arts Vienna, selected the winning project by Alexander Felch from a total of 28 submissions in the fall of 2013. The memorial is currently being realized and will be erected on Campus WU in the spring of 2014.

### FIND OUT MORE ONLINE



Virtual Memorial Book for the victims of National Socialism at the University of World Trade 1938–1945  
[gedenkbuch.wu.ac.at](http://gedenkbuch.wu.ac.at)





---

#### TECHNICAL INNOVATIONS ON CAMPUS

WU's IT Services division was responsible for developing and implementing technical services for students, faculty, and staff on the new campus.

##### **"Rooms" Room Reservation Tool and Digital Information Panels**

The "Rooms" reservation system coordinates all room bookings on campus. Standardized room categories and a decentralized booking system make selecting and reserving rooms for every purpose convenient and efficient for teachers, students, and staff. The system can be used by teachers to book auditoriums or seminar rooms for courses, by staff members to locate and reserve appropriately sized conference rooms, and by students to organize project rooms or carrels for individual or group study. Some 50,000 reservations per year are coordinated through a digital information system which keeps digital door signs and info panels mounted outside each bookable room updated with current occupation data.

##### **Online Orientation System "Campus"**

"Campus" is an online map of Campus WU including points of interest, the locations of academic units, service units, and individual employees' offices, aerial images of the complex, and a routing system to help users find the best way to get from point A to point B. The application is based on OpenStreetMap data, is optimized for use on both desktop and mobile devices, and is interactive in nature: Users can share and download map segments or embed the application into other websites.

---

#### FIND OUT MORE ONLINE



Interactive campus map  
[gis.wu.ac.at](https://gis.wu.ac.at)

### Terminals

Two types of terminals already in use at the old location – the self-service administrative terminals and the so-called ByteBar – were modernized and updated for the new campus. Functionality and sustainability with regard to long-term use and costs were a main priority in the further development of the terminals. In addition, the entrances to all organizational units are equipped with touch-screen door terminals visitors can use to contact individual staff members directly. Digital displays installed outside auditoriums, conference rooms, and project rooms are connected to the central room reservation system and provide information on the current and upcoming occupancy of the rooms.

### BARRIER-FREE WU

Another key feature of Campus WU is barrier-free accessibility. To WU, this is about not only physical accessibility, but about facilitating access to education in general for people with disabilities. Starting from existing regulations for barrier-free construction, WU consulted experts and special interest groups to develop the plans for a truly barrier-free campus, based on best-practice examples.

Key aspects of a barrier-free Campus WU include:

- › Barrier-free access means independent access.
  - › Barrier-free access available to all public and non-public areas relevant for students and employees with limited mobility.
  - › Barrier-free access available to all central public and the most important non-public areas for people with impaired vision, based on a comprehensive tactile orientation and guidance system and audio information available on digital media. Because of the large amount of information required, personal support is also offered at strategic locations (front offices, Teaching Center reception, etc.).
-

- 
- › Auditoriums and strategic information points are equipped with the necessary infrastructure for the use of audio induction loop systems for the hard of hearing.
  - › The eLearning program is being further developed to allow classes to be recorded and broadcast, so that the hearing and/or vision impaired can use electronic aids to follow lectures.
  - › A program is being developed to implement complementary organizational support measures, including special training for tutors and service staff.

#### EXAMS FOR THE DISABLED

Making exams easily accessible for the disabled is a further important aspect of the barrier-free campus concept. When organizing exams, attention is paid that appropriate rooms are selected (wheelchair-accessible tables, separate rooms for exams with an extended duration) and that special exam materials are prepared where needed (larger text for the vision impaired, computer support, etc.). In the 2013 summer semester, specially trained tutors were assigned to help students with writing disabilities.

#### **Be Able: Enabling Students with Special Needs**

With its new campus, WU has taken a big step forward towards removing barriers for students with disabilities. But WU is working to remove more than just physical hindrances: In the fall of 2013, WU launched be able, a new support program for students with special needs. Experienced WU students act as mentors for fellow students with disabilities, providing assistance with orientation on campus, taking notes in class, or completing the administrative tasks required to successfully master their studies.

---

# Sustain- ability





# WU = Sustainable

WU is committed to sustainability: The University's new campus was built based on sustainable principles, and both an Institute and WU's newest Competence Center are dedicated to encouraging sustainability in teaching, research, and everyday academic life.

## WHAT SUSTAINABILITY MEANS TO WU

Balancing equality, environmental concerns, and prosperity is one of our time's greatest challenges, especially for universities, who are expected to take a pioneering role in society. Even if WU focuses mainly on business, the University strives to keep the three dimensions of sustainability in mind: society, environment, and the economy.

Of all a university's actions, what students learn there will have the greatest impact. WU students should be made aware of the social and environmental context of business activities. By providing its graduates with the knowledge and skills they need to think and act sustainably, WU is contributing to sustainability in general.

As a strong research university, WU also wants its research to help heighten awareness of responsibility and sustainability-related issues. Based on findings from WU's research work, knowledge transfer between the university and the public provides concrete solutions to actual problems and recommendations for sustainable business practices.

## CAMPUS WU – GREEN BUILDINGS

WU's new campus is setting new standards in university architecture, organizational ecology, and workplace design. WU is working hard to keep the University's ecological footprint as small as possible. The new university campus is not only surrounded by the green of Vienna's beautiful Prater Park, its buildings are also "green." The campus was planned as a sustainable complex: Not only were durable, long-lasting materials used in construction to extend the buildings' life cycles, all buildings were also built using energy-efficient exteriors and technical equipment to reduce the energy required for day-to-day operations. Further "green" features of the new campus include:

- › High percentage of renewable energy sources in energy generation and material use, preference given to local energy sources and materials
- › All buildings equipped with heat recovery systems with an efficiency rate of 75%
- › All buildings equipped with occupancy-sensitive and daylight-sensitive lighting systems
- › 70% of heating and cooling obtained from geothermal energy from groundwater
- › Green IT: data center heat recovery systems used across campus



---

**COMPETENCE CENTER FOR SUSTAINABILITY: AFFILIATED RESEARCHERS 2013**

**Wilfried Altzinger** (Department of Economics)

**Karl-Michael Brunner** (Department of Socioeconomics)

**Jesús Crespo Cuaresma** (Department of Economics)

**Johanna Hofbauer** (Department of Socioeconomics)

**Alexander Kaiser** (Department of Information Systems and Operations)

**Christopher Lettl** (Department of Strategy and Innovation)

**Verena Madner** (Department of Socioeconomics)

**Robert-André Martinuzzi** (Department of Socioeconomics)

**Michael Meyer** (Department of Management)

**Michael Müller-Camen** (Department of Management)

**Andreas Novy** (Department of Socioeconomics)

**Gerhard Speckbacher** (Department of Strategy and Innovation)

**Sarah Spiekermann** (Department of Information Systems and Operations)

**Sigrid Stagl** (Department of Socioeconomics)

**Claus Staringer** (Department of Public Law and Tax Law)

**Tina Wakolbinger** (Department of Global Business and Trade)

---

---

### THE COMPETENCE CENTER FOR SUSTAINABILITY

WU's new Competence Center for Sustainability was established in the summer of 2013. It has a coordinative function and is intended to encourage increased sustainability in teaching, research, and everyday academic life.

Sustainability-related topics can be found in all academic areas: teaching, research, management, and knowledge transfer. The Competence Center plans to contribute to all of these areas and to be instrumental in implementing real-life sustainability measures at WU.

Through affiliation with the Competence Center, researchers express their interest in sustainability and can take advantage of the support services on offer.

#### **Participation and Transparency**

After its establishment in the summer, the Competence Center for Sustainability invited all WU faculty and staff members to participate in workshops on various aspects of sustainability, giving them the opportunity to make a personal contribution to this important process. Workshop topics included workplace quality, social issues, environmental conservation, and business ecology. A workshop on sustainability-related research at WU was attended by WU researchers from a wide variety of disciplines. Numerous constructive ideas on how

to strengthen the role of sustainability in different areas of WU were contributed during the workshops.

#### **Information and Coordination**

The Competence Center for Sustainability sees itself as a network and coordination office, and as a service unit for WU faculty, staff, and students, and keeps its stakeholders up to date on relevant topics on a regular basis. Regular meetings with the WU Staff Councils and the Facility Management team and regularly scheduled events on sustainability-related issues are further ways for the Center to stay in contact with the WU community.

#### **TEACHING SUSTAINABILITY**

WU offers a number of sustainability-related courses, including Future-Oriented Business I at the bachelor level. WU's innovative MSc program Socio-Ecological Economics and Policy is an interdisciplinary program dealing with social, ecological, and economic topics and teaches students to analyze and understand the interdependencies involved in this field. WU was also involved in the 2013 Sustainability Challenge, an inter and trans-disciplinary course on sustainable development offered in cooperation with three other Austrian universities and coordinated by INEX, an Austrian social enterprise working in the field of education for sustainable development.

---

# Inter- national Relations



# WU International

---

Academic experience abroad is becoming more and more important for university graduates. Employers in an increasingly globalized economy often expect potential employees to have some form of international experience, which is why WU does everything it can to encourage student mobility.

---

## STUDENT MOBILITY

In 2013, a large percentage of WU's bachelor and master program graduates had some form of international experience during their studies. WU has been pursuing a rigorous internationalization strategy for years, resulting in an ever-growing network of partner universities. Students profit from the advantages of this network, which provides a wide selection of opportunities for academic exchange at both the bachelor and graduate levels.

WU has also been making a concerted effort to increase the number of master-level exchange places. In addition to making new partnership agreements, WU ensures that sufficient high-quality, attractive exchange options are available for graduate students at existing partner universities.

Approximately 1,000 exchange places at some 230 universities on five different continents around the world were available to WU's bachelor and graduate students in 2013. Five partner universities were added to WU's global network in 2013, and seven International Summer University (ISU) programs were offered in cooperation with partner universities abroad.

---

### DOUBLE DEGREE PROGRAMS

Double degree programs are a particularly attractive way for students to gain international experience, allowing WU students to obtain a degree from both WU and a selected partner university. WU successfully negotiated a double degree agreement with Italy's renowned Università Commerciale L. Bocconi in 2013, and starting in 2014, up to five WU students per year will have the

opportunity to complete a year of their studies in Italy and earn an additional degree from this top European school. The program will be open to students in the MSc programs Marketing and Strategy, Innovation and Management Control. A further double degree program with Queen's University in Canada is also available to students in the Strategy, Innovation and Management Control MSc program.

### NEW PARTNER UNIVERSITIES IN 2013

<b>Europe</b>	<ul style="list-style-type: none"><li>› Boğaziçi University (Turkey)</li><li>› EDHEC Business School (France)</li><li>› Kozminski University (Poland)</li><li>› Université Libre de Bruxelles – Solvay Brussels School of Economics and Management (Belgium)</li></ul>
<b>North America</b>	<ul style="list-style-type: none"><li>› Purdue University, Krannert School of Management (USA)</li></ul>

### WU'S DOUBLE DEGREE PROGRAMS

<b>Partner institution</b>	<b>MSc program</b>
Università Commerciale Luigi Bocconi, Italien	<ul style="list-style-type: none"><li>› Marketing</li><li>› Strategy, Innovation and Management Control</li></ul>
Queen's University, Canada	<ul style="list-style-type: none"><li>› Strategy, Innovation and Management Control</li></ul>

---



### INFORMATION AND INDIVIDUAL SUPPORT SERVICES

WU's International Office (IO) is there to help students find the right international partner for their individual needs. Services include the annual GO GLOBAL Exchange Fair: At the 2014 Fair, held for the first time on the new campus, students had the opportunity to find out all they needed to know about WU's selection of international exchange places. Students can also make appointments for individual consultations at any time. The IO also offers small-group advisory meetings on specific topics such as applying for an exchange semester, grants and scholarships, requirements for the bachelor-level International Business Administration program, and International Summer University programs.

### INTERNATIONAL STUDENTS

WU is a very attractive destination for incoming international exchange students. Over 800 students from around the world selected WU as their international host university in 2013. The majority of these students came from the US, France, Canada, China, and Russia and came to WU either as traditional exchange students, to fulfill a requirement of their academic programs, or to participate in Summer University programs.

### TOP 10 HOME COUNTRIES/INCOMING STUDENTS\*

USA	149
France	57
Canada	57
China	38
Russia	37
Italy	34
Netherlands	30
Great Britain	29
Spain	29
Czech Republic	26

\* 2012/13 academic year

---

Incoming students can turn to the IO for comprehensive support. Numerous informational, social, and cultural events organized by the IO help international students get to know WU, Vienna, and Austria and give them the opportunity to form networks within the WU community.

In 2013, 336 students from over 40 countries participated in the IO's Orientation and Cultural Program. Events included tours to the most important Viennese sights, trips to other parts of Austria like Linz and Graz, and visits to companies and cultural institutions (e.g. the Zotter chocolate factory, Ottakringer brewery, and the

Vienna State Opera). The high level of participation and positive feedback demonstrate that the program's goals are being met. One student from Thailand described the program as "the perfect opportunity to meet new people while getting to know Vienna and Austria in general. A combination of fun and learning."

The following table gives an overview of the numbers of incoming and outgoing students in the 2012/13 academic year: 927 WU students had the opportunity to gain experience abroad, and over 1,000 international incoming students came to WU.

#### INTERNATIONAL EXPERIENCE IN NUMBERS

	Exchange semester/year	Summer University and short programs	Total
Incoming students in 2012/13	812	243	1,055
Outgoing students in 2012/13	789	138*	927

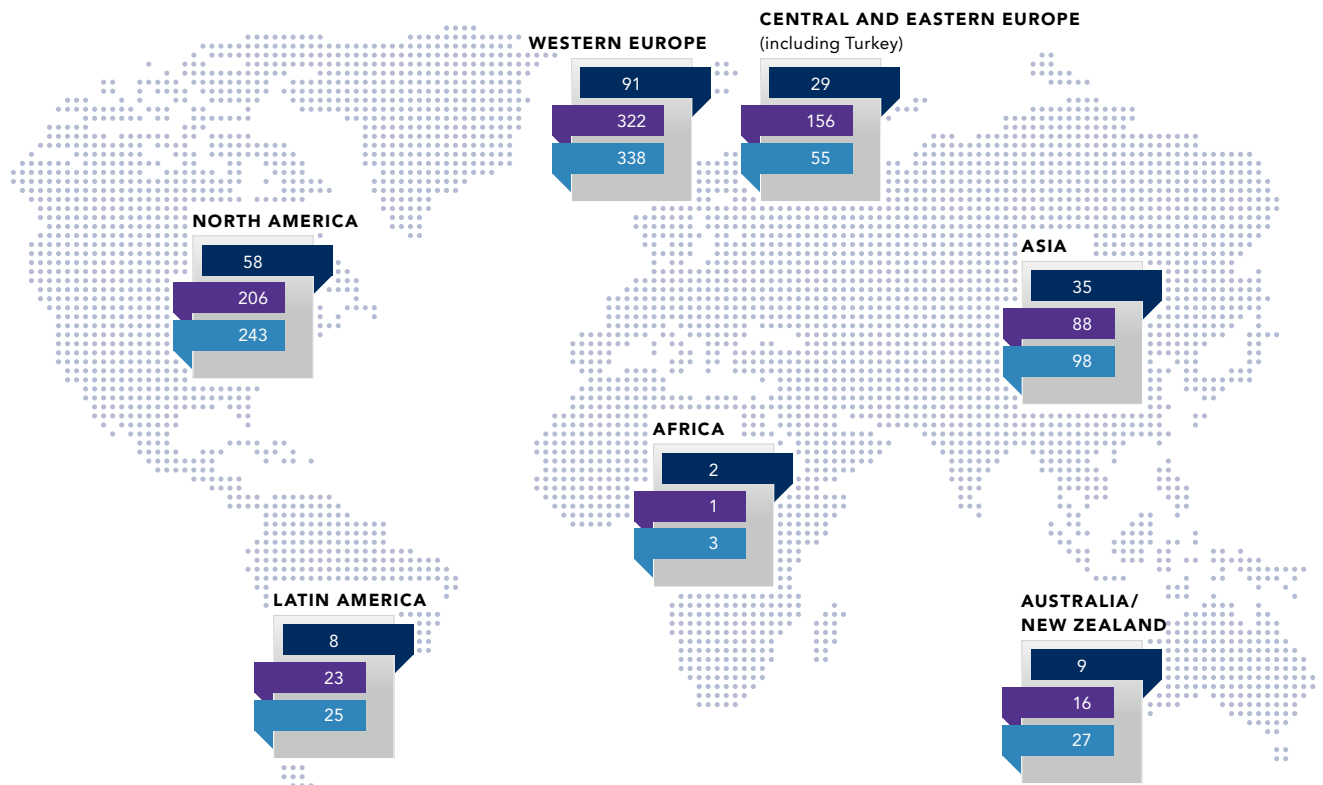
\* including internships

---

# Mobility in Numbers

Partner universities and student exchange statistics for the 2012/13 academic year  
(not including International Summer University programs)

For a full list of WU's partner universities please see page 112.



- PARTNER UNIVERSITIES WITH STUDENT AND/OR FACULTY MOBILITY OPTIONS (232)
- INCOMING/EXCHANGE PROGRAMS (812)
- OUTGOING/EXCHANGE PROGRAMS (789)



WU Partner Universities  
[wu.ac.at/io/en/partners](http://wu.ac.at/io/en/partners)

# Faculty Mobility

---

Internationalization in teaching and research also plays an important role at WU. Every year, a number of WU's faculty members travel abroad to work and teach at international partner universities, and international guest lecturers come to Vienna, bringing new ideas to WU.

---

## FACULTY MOBILITY

In the 2012/13 academic year, numerous WU researchers spent time teaching at international partner schools. Destinations included Australia, Switzerland, Thailand, and the US.

WU FACULTY MEMBER	PERIOD	PARTNER UNIVERSITY	TOPICS
<b>Herbert Neubauer</b> Department of Global Business and Trade	April – September 2013	Osnabrück University	Entrepreneurship and SME Family business research, innovation management in SMEs
<b>Wolfgang Obenaus</b> Department of Foreign Language Business Communication	February – March 2013	Chulalongkorn University (Bangkok)	International Business Economics
<b>Alexander Mürmann</b> Department of Finance, Accounting and Statistics	April 2013	University of Illinois & Wharton School	Asymmetric information in automobile insurance: Evidence from driving behavior

---

---

WU FACULTY MEMBER	PERIOD	PARTNER UNIVERSITY	TOPICS
<b>Sigrid Stagl</b> Department of Socioeconomics	March – May 2013	London School of Economics	The changing German landscape of theorizing public law
<b>Christoph Grabenwarter</b> Department of Public Law and Tax Law	April 2013	New York University	German idealism
<b>Michael Lang</b> Department of Public Law and Tax Law	January 2013	Georgetown University (Washington, DC)	European tax law
<b>Rainer Jankowitsch</b> Department of Finance, Accounting and Statistics	March 2013	New York University	Are interest rate fixings fixed? An analysis of Libor and Euribor
<b>Gerlinde Mautner</b> Department of Foreign Language Business Communication	September 2012 – March 2013	Queen Mary University of London	Discourse & management

---



#### **MOBILITY PROGRAMS FOR YOUNG RESEARCHERS**

WU recognizes the importance of facilitating international mobility early in a researcher's academic career. WU offers two mobility programs specially tailored to young researchers: WU Visiting Fellow and the High Potential Contact Weeks give young faculty members the opportunity to build up international networks.

The WU Visiting Fellow program is aimed at junior faculty already in possession of a doctoral degree. WU assistant professors can spend three months at a partner university abroad to work on their current research; ideally, an A or A+ publication should result from the stay. In 2013, Christine Bauer from the Department of Information Systems and Operations went to Carnegie Mellon University (USA) as a WU Visiting Fellow.

The High Potential Contact Weeks grant allows successful young researchers to spend short stays at top-ranked universities. Three WU researchers took advantage of this opportunity in 2013:

Wolfgang Fellner (Department of Socioeconomics) spent time at the University of Melbourne, Australian National University, and the University of Queensland (Australia), Christof Miska (Department of Global Business and Trade) was at Bentley University (USA), and Ulrike Kaiser (Department of Marketing) visited the Rotterdam School of Management (Netherlands).

#### **ADMINISTRATIVE STAFF MOBILITY**

An Erasmus program grant is available to WU's administrative staff, allowing them to spend anywhere from five days to six weeks at a European partner university. Staff members can gain valuable new insights into their own work and work processes by working and exchanging ideas with the staff of the partner school.

In the 2012/13 academic year, four administrative staff members took advantage of this opportunity and visited Denmark (Copenhagen Business School), Germany (Freie Universität Berlin), Great Britain (University of Manchester), and Switzerland (University of St. Gallen).

#### **INTERNATIONAL GUEST LECTURERS AT WU**

WU is also an attractive destination for international researchers and lecturers interested in spending time abroad. The following guest lecturers taught at WU in the 2012/2013 academic year:

---

---

LECTURER	PERIOD	TOPICS
<b>Neil Harold Buchanan</b> (George Washington University, USA)	May – June 2013	International tax law
<b>Mary Ann Danowitz</b> (North Carolina State University, USA)	October – December 2012	Gender and diversity in organizations
<b>Seppo Ikäheimo</b> (Aalto University School of Business, Finland)	March – June 2013	Finance and accounting
<b>Jurij Kovač</b> (University of Maribor, Slovenia)	April – June 2013	Organization theory
<b>Gerard McElwee</b> (Sheffield Hallam University, UK)	October 2012 – January 2013	Entrepreneurial marketing
<b>Kampan Mukherjee</b> (Indian School of Mines, India)	May 2013	Operation management
<b>Anna Martha Nagurney</b> (Isenberg School of Management, University of Massachusetts Amherst, USA)	March 2013	Supply chain management
<b>Emanuela Prandelli</b> (Università Bocconi, Italy)	April – June 2013	Marketing

---

---

### **WU WELCOME CENTER**

The WU Welcome Center is the university's main service point for WU's international and visiting faculty. The Center provides administrative support

to newly appointed professors, visiting professors, guest researchers and lecturers, and international university staff.

### **FULBRIGHT CHAIRS**

The Fulbright Program is one of the most well-known and renowned mobility programs for US scholars. WU has two Fulbright Chairs, the Fulbright-WU (Vienna University of Economics and Business) Visiting Professor, which is allocated to a different WU Department each year, and the Fulbright-Kathryn and Craig Hall Distinguished Chair for Entrepreneurship in Central Europe, associated with the Department of Strategy and Innovation. This Chair also includes a teaching position at one of WU's partner universities in the CEE region.

According to an article published in the well-known Chronicle of Higher Education, Austria is one of the leading destinations for Fulbright scholars. With a current total of 21 US Fulbright scholars, Austria is at 6th place worldwide; India (74 guest researchers) and Brazil (51 guest researchers) top the list.

**Charles Weber**, Associate Professor at the Maseeh College of Engineering and Computer Science at

Portland State University, occupied the **Fulbright-Kathryn and Craig Hall Distinguished Chair for Entrepreneurship in Central Europe** in the 2012/13 winter semester. Among others, his courses included "Strategic Management of Technology."

**William Kettinger** from the Fogelman College of Business and Economics at the University of Memphis came to WU as the **Fulbright-WU (Vienna University of Economics and Business) Visiting Professor** in the 2013 summer semester. His courses at WU included "Consolidation Transport and Logistics."

Also in the 2013 summer semester, **Julie Elston**, Associate Professor at the Oregon State University College of Business, took over the **Fulbright-Kathryn and Craig Hall Distinguished Chair for Entrepreneurship in Central Europe** at WU. Prof. Elston taught "Advanced Management of Public/Nonprofit/Supranational Organizations" and other courses during her time at WU.



# CEMS – 25 Years of Excellence

---

The CEMS network includes 29 universities, 64 Corporate Partners, and four Social Partners and has been bringing educational institutions and corporate employers closer together since 1988. WU has been an active member for 24 years, and uses the network to provide its students with the best possible opportunities for academic achievement and international exchange.

---

## CEMS' 25TH ANNIVERSARY

CEMS (The Global Alliance in Management Education) was established in 1988 as a cooperation between four European universities: Università Bocconi, ESADE, HEC Paris, and the University of Cologne. The goal of this cooperation was to connect universities and Corporate Partners to provide students with the skills they need to take on management positions in multilingual and multicultural environments. The first CEMS Master (International Management) was launched at the four founding universities in the following year.

WU recognized the potential of this cooperation early on and became a member on January 1, 1990, only about a year after the founding of the network. The CEMS network is constantly adding new Academic Members and Corporate Partners, as of 2008 also outside of Europe. Over the last 25 years, 8,700 students from 85 different countries have successfully graduated from CEMS MSc programs.

The MSc program "International Management/CEMS" is available in Austria exclusively at WU. It gives students optimal preparation for the challenges of a multinational organization: The program is taught in English, all students are required to complete a semester abroad at a CEMS partner school and an

international internship with one of the network's Corporate Partners. Graduates are awarded a double degree: MSc (WU) and CEMS MIM (Master in Management).

## A PRIZE-WINNING PROGRAM

The International Management/CEMS program is one of the world's best "Master in Management" programs according to the Financial Times ranking.

Each year, CEMS evaluates all the courses offered in the CEMS programs around the world and awards prizes for the best courses. In 2013, WU received three of the prestigious Best Course Awards – a first in CEMS' 25-year history. The WU course "Global Leadership," taught by Günter Stahl and Josef Waltl, was selected as the best elective, and the remaining two awards went to the courses "Global Strategic Management," taught by Stefan Stubner, and "Cross-Cultural Management," taught by Mark Mendenhall.

## A CONSTANTLY EXPANDING NETWORK

Expanding the network is one of the CEMS alliance's highest priorities. One new partner university (Universidad Adolfo Ibáñez in Chile) and one new Corporate Partner (Integration Management Consulting) joined the network in 2013.

### BUSINESS PROJECTS AND SKILL SEMINARS

The cooperation with Corporate Partners allows students to gain valuable practical experience and gives them an advantage on the job market. In 2013, a number of very successful CEMS Business Projects were organized at WU with companies like Siemens Management Consulting, A.T. Kearney, Hormel Foods, and Commerzbank. Skill Seminars were offered in cooperation with Josef Waltl (Chairman of the Board of EUROPIA, an organization representing Europe's petroleum industry) and numerous well-known companies (including Procter & Gamble, L'Oréal, A. T. Kearney,

and Mondi), and guest lectures by representatives of Corporate Partners were held in the courses "Managing Globalization," "Global Strategic Management," and "Global Marketing Management."

### CAREER FORUM

The annual Career Forum was held in Budapest, Hungary, in November 2013. At this event, CEMS students and alumni had the opportunity to get together with representatives of 33 Corporate Partners. Over 930 participating students, 550 confirmed interviews with potential employers, and 540 registrations for Skill Seminars made it a very successful event. While students and alumni took advantage of the chance to meet with company representatives and discuss job offers, the CEMS Corporate Relations Managers of the individual partner universities met to discuss ideas and recent developments.

### ANNUAL EVENTS

The Annual Events, featuring the formal graduation ceremony, were held at ESADE Ramon Llull University in 2013. The alliance's newest Academic Member and Corporate Partner were also introduced during the event.

For more information and pictures of CEMS events, please visit the CEMS WU homepage ([wu.ac.at/cems/news](http://wu.ac.at/cems/news)).

### 2013 CORPORATE AND SOCIAL EVENTS AT WU

- › Opening Event summer semester
- › CEMS Closing Event in June
- › Rotation Dinner and CSR Days (organized by the CEMS Club) in April
- › CEMSational Drinks with P&G in May (organized by the CEMS Club)
- › CEMS Global Run (organized by the CEMS Club)
- › Welcome Weekend (organized by the CEMS Club) and Welcome Brunch in October
- › Cocktails with Booz & Co. in June and October
- › L'Oréal Case Study Workshop and Kicker Tournament, and CEMS Closing Event in December



---

## WU'S GLOBAL NETWORKS

### PIM

PIM (Partnership in International Management) is a network of 60 internationally renowned leading business schools intended to encourage student mobility between member institutions. WU is the only Austrian member of this exclusive network, and over 80% of the member universities are also WU partner universities. Currently around 50 PIM member universities have exchange places at the master program level available to WU students. In the 2012/13 academic year, 254 WU students chose to spend an exchange semester at a PIM member school, and 259 students from PIM partners came to WU on exchange.

### CEEPUS

(The Central European Exchange Program for University Studies)

WU belongs to two CEEPUS networks: WU acts as Contact Point for the AMADEUS network and is a

partner in the REDENE network. The AMADEUS network, one of the largest CEEPUS networks with 13 partner universities in eleven countries, was founded in 1994. In the 2012/13 academic year, 21 students from the CEE region had the opportunity to study at WU thanks to CEEPUS. Seven guest lecturers from partner schools also received CEEPUS funding to come and teach at WU.

### NEURUS

NEURUS (Network for European and US Regional and Urban Studies) was established to promote internationalization in student research in the field of economics and business. In the past 14 years, over 25 WU students have taken advantage of the NEURUS program to conduct research for their MSc or doctoral theses at partner universities abroad, with the support of researchers at the host institution. In exchange, some 20 NEURUS students have come to WU to do their research.

---

# Focus on CEE

---

Thanks to its geographical location, the city of Vienna has long been considered the gateway to Eastern Europe. With the establishment of a Competence Center for Central and Eastern Europe, WU has strengthened its position as a leading center for CEE expertise.

---

## CEE EXPERTISE

The Competence Center for Central and Eastern Europe acts as a central contact point and knowledge transfer hub for Central and Eastern European business studies and research. By strengthening the connections between research, educational programs, and business in Austria and the CEE region, the Center is making a contribution towards improving the quality of teaching and research and increasing communication between all these areas.

With this Competence Center, WU is helping to spread research-based, state-of-the-art knowledge about CEE business and economics, and as a result, contributing to the successful management of companies, nonprofit organizations, and other institutions in Central and Eastern Europe.

## JOSZEF – READY FOR CEE

JOSZEF is a two-semester program aimed at Central and Eastern Europe's future managers. The program brings WU students and exchange students from 23 partner universities in the CEE region together to learn from each other. Students are required to complete a CEE-related internship and learn a CEE language of their choice, while exchange students learn German business communication. Students benefit from the intercultural group and being part of the close-knit JOSZEF community, and from the intensive cooperation with the program's corporate partners.

### Corporate Partners

The JOSZEF program was sponsored by ten companies in 2013: Alukönigstahl, Beiersdorf CEE, CONplementa-tion, EVN AG, Henkel CEE, Porsche Holding, Raiffeisen Bank International, REHAU, TPA Horwath, and UNIQA International. The program also had the support of two institutional partners: ASAG and the City of Vienna's cultural office. Students had the opportunity to participate in a number of interesting company visits in 2013: Henkel CEE, REHAU, TPA Horwath, and UNIQA.

---



JOSZEF students learn about doing business in CEE, and have a great time as well.

### JOSZEF Partner Universities

JOSZEF currently cooperates with 23 partner universities, who nominate highly talented students to take part in the program. In the 2012/13 academic year, a total of 19 students from CEE partner universities participated in the program, 9 WU students completed a semester abroad, and 10 students were accepted into the program. Almost 400 students have graduated from the program since its establishment.

- › University of National and World Economy Sofia – Bulgaria
- › Estonian Business School – Estonia
- › University of Rijeka – Croatia
- › University of Zagreb – Croatia
- › ISM University of Management and Economics – Lithuania
- › Faculty of Economics Podgorica – Montenegro
- › Warsaw School of Economics – Poland
- › Cracow University of Economics – Poland
- › University of Economics in Katowice – Poland
- › Kozminski University – Poland
- › Bucharest University of Economic Studies – Romania
- › Moscow State University – Russia

- › Plekhanov Russian University of Economics – Russia
- › St. Petersburg State University – Russia
- › University of Belgrade – Serbia
- › University of Economics in Bratislava – Slovakia
- › Matej Bel University Banská Bystrica – Slovakia
- › University of Ljubljana – Slovenia
- › University of Maribor – Slovenia
- › University of Economics, Prague – Czech Republic
- › Masaryk University – Czech Republic
- › Corvinus University of Budapest – Hungary
- › Kyiv National Economics University – Ukraine

### 2013 Social Events

The graduation ceremony in December is the highlight of the JOSZEF social calendar. A total of 27 graduates received their certificates in 2013, presented by Program Director Arnold Schuh. Alexandra Hnila, Financial Commercial Director & Director of Business Development at Henkel Central Eastern Europe gave a commencement address on the many opportunities available to JOSZEF graduates. As a JOSZEF alumna herself, she completed an internship at Henkel CEE, which opened the door to further career chances.

**MASTER CLASS CEE**

The Master Class CEE is a program intended to train students for a future career in the CEE region. Students learn the practical skills needed to manage multinational corporations. The demanding two-semester program has been taught in English since 2011. To be admitted into the program, students need an excellent academic record, very good English skills, basic skills in at least one CEE language, and some academic or work experience in a CEE country.

The following corporate sponsors support the Master Class CEE program: ERSTE Group, Henkel CEE, Mondi Europe & International, Roland Berger Strategy Consultants, STRABAG, and Vienna Insurance Group.

Nineteen students successfully completed the program in June 2013. During the year, they had the opportunity to increase their CEE expertise in various courses, lectures, and field trips to Bratislava, Prague, and Sarajevo. In June, students presented the results of their two-semester research project “CEE Country Attractiveness for Foreign Investors” to corporate partners during the formal graduation ceremony before receiving their Master Class CEE diplomas.

The 20th Master Class CEE group started in November 2013 with 21 students from different countries and different master degree and doctoral programs.

---



The Master Class CEE trains graduate students for a CEE career.

---

#### CEE STUDENT CERCLE<sup>WU</sup>

The CEE Student Cercle<sup>WU</sup> was established in 2007. The program's goal is to encourage and strengthen students' interest in the Central & Eastern Europe economic zone and in careers in this region or in CEE-based companies. Over 900 members – mainly WU students, but also alumni and students from other universities – take advantage of the program's attractive offers, including lectures, workshops, cultural activities, and information on CEE job opportunities, WU's CEE-related academic programs, the CEE region, CEE organizations in Austria, and Vienna as a business location for CEE regional centers.

2013 highlights included an April visit from Tomáš Sedláček, author of the controversial international bestseller "Economics of Good and Evil," lecturer at Prague's Charles University, and Chief Macroeconomic Strategist at one of the largest Czech banks, and a reading by bestselling Russian author Wladimir Kamirer in June.

#### TEMPUS – INTERFACE

Interface is part of the European Union's Tempus program and focuses on the points of contact between academia and society. The program's goals are to increase employability in university graduates and encourage lifelong learning. In cooperation with the WU Alumni Club and the WU ZBP Career Center, WU is contributing to this project by supporting Eastern European universities in their efforts to develop successful graduate support programs and build up career centers for their graduates.

A one-day workshop was held at WU in 2013. The goal of the workshop was to encourage knowledge transfer in the fields of alumni clubs and career centers between selected partner institutions (FON University, Macedonia; University St. Kliment Ohridski in Bitola, Macedonia; University of Novi Sad, Serbia; University of Sarajevo, Bosnia & Herzegovina). Participants reported that the workshop was both successful and productive.

---



# International Summer University Programs

---

International Summer University (ISU) programs give students the opportunity to gain valuable international experience during summer vacation.

---

International Summer University programs offer students not only quality teaching and skills training but also a diverse cultural program to allow participants to learn as much as possible about the host country. Groups are made up of both WU students and students from the host institution, giving students the chance to gain international experience, intercultural skills, and subject-related expertise while exchanging thoughts and ideas and seeing the world away from academic routine.

---

**“A great experience I wouldn’t want to miss!”**

(Participant ISU Victoria, 2013)

---

At WU, the International Office (IO) is in charge of planning and organizing the ISU programs. Syllabi and intercultural activities are planned in cooperation with the respective host institutions.

## PROGRAMS IN VIENNA

### International Summer University<sup>WU</sup>

The International Summer University<sup>WU</sup> has been held at WU for 24 years now. Every year in July and August, some 200 international students come to Vienna for three weeks to take business and economics courses at the bachelor and master levels. Courses are held in English, and the instructors are both WU faculty members and lecturers from international partner universities. The academic side of the program is complemented by a comprehensive selection of social and cultural activities.

### ISU Russia in Vienna – The Intrapreneurship Lab

The fourth ISU Russia in Vienna, a program especially for MSc students, was held at WU in 2013. This year’s program focused on the topic “Intrapreneurship.” The program is organized by WU in cooperation with St. Petersburg University, Graduate School of Management (GSOM), and is open to MSc students of both universities. One of the program’s greatest strengths is its practical orientation, which is ensured by regular close cooperation with corporate partners.



International Summer University programs give students the opportunity to experience foreign cultures and make new friends from around the world.

#### 24TH INTERNATIONAL SUMMER UNIVERSITY<sup>WU</sup>

**Dates:** July 8–26 and July 29 – August 16, 2013, Vienna

**Participants:** 147

**Program:** International Financial Management, Succeeding in International Business, Intercultural Marketing, Strategies for Corporate Environmental Sustainability and Social Responsibility, International Marketing Management, Company Practices and Trends in Ethical Management, International Entrepreneurship, Cross Cultural Communication & Management, International Finance - Theory into Practice, International Marketing, International Strategic Management, International Human Resource Management and Organizational Behavior, Managing a Global Workforce, International Marketing & Social Network Strategy (English)

#### INTERNATIONAL SUMMER UNIVERSITY RUSSIA IN VIENNA

**Dates:** September 2–13, 2013, Vienna

**Partner:** St. Petersburg University, Graduate School of Management

**Participants:** 15, including 6 WU students

**Program:** The Intrapreneuship Lab (English)

---

## **INTERNATIONAL PROGRAMS**

Seven international ISUs were held in 2013:

### **INTERNATIONAL SUMMER UNIVERSITY CHINA**

<b>Dates:</b>	March 17 – April 1, 2013, Beijing (China)
<b>Partner:</b>	Tsinghua University School of Economics and Management (SEM)
<b>Participants:</b>	41, including 25 WU students
<b>Program:</b>	Marketing Management (English)

### **INTERNATIONAL SUMMER UNIVERSITY VICTORIA**

<b>Dates:</b>	July 1 – 20, 2013, Victoria (Canada)
<b>Partner:</b>	University of Victoria, Peter B. Gustavson School of Business
<b>Participants:</b>	20, including 15 WU students
<b>Program:</b>	Managing Global Business and Marketing Challenges (English)

### **INTERNATIONAL SUMMER UNIVERSITY SOUTH EASTERN EUROPE**

<b>Dates:</b>	September 1 – 21, 2013, Budva (Montenegro)
<b>Partner:</b>	University of Montenegro, Faculty of Economics Podgorica (Montenegro); University of Belgrade, Faculty of Economics (Serbia)
<b>Participants:</b>	31, including 19 WU students
<b>Program:</b>	European Integration in SEE from a Business Perspective (English)

---

**INTERNATIONAL SUMMER UNIVERSITY ST. PETERSBURG**

<b>Dates:</b>	September 1–21, 2013, St. Petersburg (Russia)
<b>Partner:</b>	St. Petersburg University, Graduate School of Management
<b>Participants:</b>	53, including 20 WU students
<b>Program:</b>	Global Supply Chain Management (English)

**INTERNATIONAL SUMMER UNIVERSITY BENTLEY**

<b>Dates:</b>	July 8–28, 2013, Waltham, Massachusetts (USA)
<b>Partner:</b>	Bentley University
<b>Participants:</b>	International students, including 16 WU students
<b>Program:</b>	Globalization and the Rise of Multinationals, Global Marketing Simulation, Transforming the Enterprise with Social Networking and Web 2.0 Technologies, World-Class Service (English)

**INTERNATIONAL SUMMER UNIVERSITY TEXAS, AUSTIN**

<b>Dates:</b>	July 5–August 2, 2013, Austin, Texas (USA)
<b>Partner:</b>	University of Texas at Austin, McCombs School of Business
<b>Participants:</b>	International students, including 13 WU students
<b>Program:</b>	International Corporate Management and Studies in Intercultural Management (English)

**INTERNATIONAL SUMMER UNIVERSITY HONG KONG**

<b>Dates:</b>	June 29–August 6, 2013, Hong Kong (China)
<b>Partner:</b>	Chinese University of Hong Kong (CUHK)
<b>Participants:</b>	International students, including 10 WU students
<b>Program:</b>	Various business and economics courses (English)

---

## SHORT PROGRAMS

WU's Short Programs are compact, individually designed, practice-oriented seminars available to WU's partner universities. Held in Vienna, these programs offer participants a curriculum customized to suit each

partner institution's needs. Programs are an interesting mix of lectures and field trips to companies and service providers. Four partner universities took advantage of this unique opportunity in 2013.

### BENTLEY COLLEGE, WALTHAM, MASSACHUSETTS, USA

**Dates:** May 16 – 17, 2013, Vienna

**Participants:** 15 MBA students

**Program:** Doing Business in Central and Eastern Europe (English)

**Company visits:** Kapsch Group AG, Vienna Insurance Group, A.T. Kearney Ges.m.b.H., Erste Group Bank AG

### DEPAUL UNIVERSITY, CHICAGO, USA

**Dates:** August 5 – 18, 2013, Vienna

**Participants:** 19

**Program:** Business Transactions, focusing on CEE and SEE issues

**Field trips:** Austrian Parliament, Supreme Court

### MANAGEMENT DEVELOPMENT INSTITUTE, GURGAON, INDIEN

**Date:** May 21, 2013, Vienna

**Participants:** 28

**Program:** Overview of Telecom Regulation and the Implementation of Telecom Regulation in Austria – Best Practice Example

### UNIVERSITY OF GEORGIA, TERRY COLLEGE OF BUSINESS, USA

**Date:** May 21 – 31, 2013, Vienna

**Participants:** 32, including 7 WU students

**Program:** Multinational corporations in the context of the European financial crisis

---

# An International Perspective

---

The International Board, a panel of renowned experts in university management, meets with the Rector's Council once a year to discuss current developments, potential for improvement, and WU's future perspectives.

---

The 7th International Board Meeting was held at WU in May of 2013. A tour of the new campus was one of the highlights of the meeting.

## MEMBERS OF THE INTERNATIONAL BOARD

**Lars Bergman**, former President, Stockholm School of Economics

**Iris Bohnet**, Academic Dean and Professor of Public Policy, Harvard Kennedy School (HKS), Harvard University

**Nakiye Boyacıgiller**, former Dean of Sabancı School of Management, Sabancı University

**Klaus Brockhoff**, former Dean and Professor of Business Policy, WHU Otto Beisheim School of Management

**Valery S. Katkalo**, Director of ANO, Sberbank Corporate University

**Alfred Kieser**, Vice President for Research and Dean, Zeppelin University Graduate School, ZUGS

**Peter Lorange**, President/Owner, Lorange Institute of Business, Zurich

**Sijbolt Noorda**, President, Academic Cooperation Association (ACA), Chair of the Dutch Foundation for Education

**Andy Policano**, Dean and Dean's Leadership Circle Professor, The Paul Merage School of Business, University of California, Irvine

**Debra W. Stewart**, President, Council of Graduate Schools

**Howard Thomas**, Dean and LKCSB Chair in Strategic Management, Lee Kong Chian School of Business, Singapore Management University

**Hans Weiler**, Former Rector, European University Viadrina at Frankfurt (Oder), and Professor Emeritus of Education and Public Policy, Stanford University

**Sarah Worthington**, Downing Professor of the Laws of England, Cambridge University

---



# Awards and Rankings



# Award-Winning Achievements

WU and its researchers received numerous awards in 2013. WU also presents awards of its own for outstanding performance in research, teaching, and business.

## CEMS: THREE AWARDS FOR WU

Each year, CEMS conducts a student evaluation of all CEMS courses offered worldwide, and awards three prizes for the best courses: best Global Strategic Management course, best Cross Cultural Management course, and best elective. A total of three Best Course Awards for the Master's in International Management/CEMS program went to WU this year.

The course Global Leadership, taught by Günter Stahl and Josef Walzl, was selected as the best elective. The class selected to win the best Global Strategic Management course award was taught by guest lecturer Stefan Stubner (HHL Leipzig Graduate School of Management), and the winning Cross Cultural Management course by guest lecturer Mark Mendenhall (University of Tennessee at Chattanooga). The awards were presented during the Graduation Ceremony in Barcelona.

CEMS: The Master's in International Management/CEMS program is one of the world's best master's programs in management (highly ranked in the Financial Times Ranking) and is offered by only one university in each country. The courses Global Strategic Management and Cross Cultural Management are two of the

supporting pillars of the program. CEMS partner universities include the London School of Economics and Political Science, HEC Paris, the University of St. Gallen, Ivey Business School, and the Hong Kong University of Science and Technology.

## CPDP MULTIDISCIPLINARY PRIVACY RESEARCH AWARD 2013

**Sarah Spiekermann, Christine Bauer, and Jana Korunovska** (Department of Information Systems and Operations) received the CPDP Multidisciplinary Privacy Research Award 2013. The award was presented at the Computers, Data Protection and Privacy (CPDP) Conference in Brussels and goes to the authors of the best multidisciplinary paper on new ideas in privacy and data protection.

## GENDER DIVERSITY GRANT

**Helga Eberherr** (Department of Management) was awarded the first Gender Diversity Grant (Women in Business Vienna/Vienna Economic Chamber) for her thesis "Differences that Make no Difference: An Organizational Case Study on the Modalities of Creating (In) Equality."

#### EUROPEAN ACADEMIC TAX THESIS AWARDS

At their annual meeting in Lisbon on June 1, 2013, the European Association of Tax Law Professors (EATLP) presented the renowned European Academic Tax Thesis Awards to the authors of the three best European theses in the field of tax law. Two of the three awards went to WU researchers in 2013:

- › **Kasper Dziurdz** (Department of Public Law and Tax Law) for his thesis on “Short-Term Temporary Employment in International Tax Law”
- › **Karin Simader** (Department of Public Law and Tax Law) for her thesis “Withholding Taxes and Fundamental Freedoms”

#### GRAND DECORATION OF HONOR FOR SERVICES TO THE REPUBLIC OF AUSTRIA

Two WU professors were presented with the Grand Decoration of Honor for Services to the Republic of Austria in 2013: **Eva Eberhartinger** (Department of Finance, Accounting and Statistics) and **Michael Holoubek** (Department of Public Law and Tax Law).

Eva Eberhartinger has been a professor at WU since 2002, and acted as WU Vice-Rector for Finance from 2006–2011.

Michael Holoubek became a professor at WU in 1998. He acted as Vice-Rector for Infrastructure and Human Resources from 2007–2011, and is currently Campus Project Commissioner for the Rector’s Council and a Justice of the Constitutional Court of Austria.

#### FESTO FELLOW

The FESTO Fellowship is awarded to practice-oriented research on Central and Eastern European topics. In 2013, **Jan Mendling** (Department of Information Systems and Operations) received the FESTO Fellowship for his work on “Cultural differences as a factor of BPM success – A comparative analysis between Austria, Slovenia, and Croatia.”

#### VIENNA ECONOMIC CHAMBER AWARD

The Vienna Economic Chamber awards prizes for selected research projects every year. In 2013, the prize went to **Claus Staringer** (Department of Public Law and Tax Law) for his project on the effects of changes in Austria’s administrative jurisdiction in the field of tax law on Austria as a business location.

#### SENIOR EDITOR

**Alfred Taudes** (Department of Information Systems and Operations) was appointed as Senior Editor for the field of OM/Marketing Interface by the journal Production and Operations Management.

---

# WU Awards

---

WU awards a number of different prizes to recognize the excellent work of its researchers, faculty, and graduates.

## WU BEST PAPER AWARD

The WU Best Paper Award honors publications in internationally renowned journals and is financed by the Anniversary Fund of the City of Vienna. The 2013 award was presented to the following WU researchers:

- › **Arne Westerkamp** (Department of Finance, Accounting and Statistics), for the paper "Snow and Leverage," published in the Review of Financial Studies
- › **Katrin Rabitsch** (Department of Economics), for her work on "The Role of Financial Market Structure and the Trade Elasticity for Monetary Policy in Open Economies," published in the Journal of Money, Credit and Banking
- › **Klaus Gugler** (Department of Economics), for his publication "The Determinants of Merger Waves: An International Perspective," published in the International Journal of Industrial Organization
- › **Nils Friewald, Rainer Jankowitsch** (Department of Finance, Accounting and Statistics), for their joint paper on "Illiquidity or credit deterioration: A study of liquidity in the US corporate bond market during financial crises," published in the Journal of Financial Economics

- › **Karl-Michael Brunner** (Department of Socioeconomics), for the article "Experiencing fuel poverty. Coping strategies of low-income households in Vienna/Austria," published in Energy Policy

## STEPHAN KOREN PRIZE

Established in 1996, the Stephan Koren Prize aims to support junior researchers. The WU Full Professors' Association awards the prize to those PhD candidates whose doctoral theses and academic careers contribute to the excellent reputation of WU's research. The 2013 prize was awarded to **Kasper Dziurdz** (Department of Public Law and Tax Law), **Wolfgang Fellner** (Department of Socioeconomics), **Eva Lienbacher** (Department of Marketing), **Barbara Müllauer-Hager** (Department of Management), and **Christiane Schopf** (Department of Management).

## DR. MARIA SCHAUMAYER HABILITATION GRANT

This grant allows junior scholars to reduce their teaching and administrative loads and focus on their research. In 2013, grant recipient **Nicole Ehlotzky** (Department of Public Law and Tax Law) was able to continue her work on her habilitation project "Smart Sanctions in a Multi-Level System of Governance. A Comprehensive Legal Study on the Interrelations of International, European and National Law, illustrated by Restrictive Measures against Individuals and the Protection of Human Rights."

---



# National and International Rankings

---

WU performed well in national and international rankings in 2013.

---

## RANKINGS

National and international rankings are a good way for universities to find out where they stand in comparison with other schools, receive feedback on their performance, and highlight areas with potential for improvement. WU has participated successfully in Austrian and international rankings for years. The annual Financial Times ranking is one of the world's most influential international rankings, and WU performed well again in 2013.

## FINANCIAL TIMES

### Masters in Management Ranking

WU placed 22nd in the Financial Times Masters in Management Ranking, which translates to an outstanding fifth place in the German-speaking world. This puts WU on the same level as internationally renowned schools like the London School of Economics and Political Science and Università Bocconi.

The excellent ranking results achieved in the last few years show clearly that WU's International Business Administration program is very well respected internationally. And not without cause: 98% of the program's graduates find employment within three months of completing their studies. Alumni praise the wide selection of languages available, the international environment, and the numerous opportunities for gaining international experience. These factors all contribute to graduates' professional mobility and lead to higher-ranking positions in large corporations.

### European Business Schools Ranking

Of the 75 European business schools included in this ranking, WU came in at 42nd place in 2013, placing it among the top five universities in the German-speaking world. Schools on a similar level in this year's ranking include Warwick Business School, Mannheim Business School, Copenhagen Business School, and the Stockholm School of Economics.

---



---

WU performed well in national and international rankings in 2013.

---

### **Executive MBA Ranking**

The Global Executive MBA offered by the WU Executive Academy placed 46th out of a total of 100 programs worldwide in the 2013 Executive MBA Ranking, making this program one of the best available in any German-speaking country.

### **FORMAT RANKING**

Austrian business magazine and information portal FORMAT publishes an annual ranking of the academic programs in the fields of business, economics, and technology offered at Austria's universities. The FORMAT ranking is based on a survey of 100 human resources managers from leading companies all over Austria who are asked about the overall quality of Austria's universities and universities of applied sciences and about the job prospects of graduates of individual programs. In this ranking, WU's business law programs at both the bachelor and master levels came in at first place, up from 14th in the previous year. They were followed by WU's bachelor program in International Business Administration at second place, and the bachelor in Business Administration at fourth. Eleven of WU's programs were included among the top 30 programs ranked.





# Research



# Research

High-quality, highly visible research is a key factor in a university's international reputation. WU's researchers collaborate with colleagues from around the world to produce research findings that are relevant for both theory and practice.

At WU, discipline-oriented research is conducted in the 11 Departments, while the 15 Research Institutes focus on interdisciplinary topics. Four Competence Centers act mainly as coordination and communication hubs, facilitating the researchers' work and strengthening international connections.

## KEY RESEARCH AREAS

WU focuses on seven key research areas, giving WU a well-defined research profile:

- › Applied economics and socioeconomics
- › Business and economic law

- › Empirically focused research on management, marketing, and strategy
- › Finance and accounting
- › Information systems, computing, and supply chain management
- › International business, especially CEE region studies
- › International business taxation

In addition to the key research areas, WU is also investing heavily in one further promising area: Global transformations and sustainability: People, businesses, and policies.

WU RESEARCH OUTPUT IN NUMBERS*	2012	2013
Books, monographs	42	39
Original contributions to collections	285	339
Original journal contributions including contributions to A+ and A journals according to the WU Journal Rating	440 71	535 77
Working/discussion paper, preprint	54	46
Contributions to proceedings	109	97
Presentations at academic conferences	702	573
Editorships (of individual volumes)	44	47

\* Category (FIDES database)

# WU's Departments: An Overview

---

Each Department has a well-defined, individual research profile, contributing to the wide diversity of research topics addressed at WU.

---

DEPARTMENT	RESEARCH PROFILE	SELECTED PROJECTS
<b>Business, Employment and Social Security Law</b> Chair: Martin Winner	The Department covers all areas of private business law. Research focuses mainly on Austrian civil law; private business law, especially EU corporate and capital market law; European information and intellectual property law; Austrian and EU labor law; social security, and comparative law.	<ul style="list-style-type: none"><li>› Legal aspects of the organization of family businesses</li><li>› European and Austrian capital market law</li><li>› Changes in patent law</li></ul>
<b>Economics</b> Chair: Ingrid Kubin	WU's Department of Economics sees itself as an internationally renowned contributor to research in applied economics. This combines the application of theory, econometrics, empirical methods, and policy advice in both micro and macroeconomic subject areas of public relevance.	<ul style="list-style-type: none"><li>› Promoting gender equality through gender-responsive budgeting and mainstreaming</li><li>› Welfare wealth work for Europe</li><li>› Growing together? Projecting income growth in Europe at the regional level</li></ul>
<b>Finance, Accounting and Statistics</b> Chair: Stefan Bogner	The main aim of WU's Department of Finance, Accounting and Statistics is to strengthen its presence in international research and be a key institution both in the areas of basic and applied research.	<ul style="list-style-type: none"><li>› International taxation and business finance</li><li>› Predicting long-term employment biographies in Austria</li><li>› Sovereign Bond Risk Premia</li></ul>

---

DEPARTMENT	RESEARCH PROFILE	SELECTED PROJECTS
<b>Foreign Language Business Communication</b> Chair: Wolfgang Obenaus	The researchers at the Department of Foreign Language Business Communication concentrate primarily on the analysis and optimization of language use in different business contexts.	<ul style="list-style-type: none"> <li>› Russian Corporate Communication</li> <li>› The Challenges of the Multilingual Learning Space in the International University</li> <li>› Formal vs. informal learning: Learning a third language in online tandem pairs</li> </ul>
<b>Global Business and Trade</b> Chair: Jonas Puck	The Department of Global Business and Trade is made up of five institutes that address different elements of globalization and internationalization.	<ul style="list-style-type: none"> <li>› Migration &amp; International Business</li> <li>› Political Strategies &amp; International Markets</li> <li>› Responsible Global Leadership</li> </ul>
<b>Information Systems and Operations</b> Chair: Alfred Taudes	Integrating the fields of information systems and operations management, the Department investigates digitally supported business processes. Current research areas include adaptive, inter-business workflows and sustainable supply chain management.	<ul style="list-style-type: none"> <li>› GET Service: Efficient transportation planning and execution</li> <li>› IT operational risk awareness building in international banking privacy impact assessments</li> <li>› ROLE – Responsive open learning environments</li> </ul>

---

DEPARTMENT	RESEARCH PROFILE	SELECTED PROJECTS
<b>Management</b> Chair: Edeltraud Hanappi-Egger	The Department of Management's academic work combines traditional business/economic perspectives with theories and methods from the humanities and social sciences, such as sociology, psychology, and cultural studies.	<ul style="list-style-type: none"><li>› Changes in managerial careers – ViCaPP (Vienna Career Panel Project)</li><li>› RESL.eu – reducing early school leaving in Europe</li><li>› Staffing in corporate social responsibility jobs: Ideals and realities</li></ul>
<b>Marketing</b> Chair: Peter Schnedlitz	Research at the Department of Marketing contributes to the generation and distribution of marketing-related knowledge, and bridging the gap between academic theory and practical relevance. Current, relevant marketing phenomena are investigated using empirical, i.e. practice-oriented research methods.	<ul style="list-style-type: none"><li>› Global marketing strategies</li><li>› Psychological ownership and consumer behavior</li><li>› Food banks in Europe</li></ul>
<b>Public Law and Tax Law</b> Chair: Michael Lang	The Department of Public Law and Tax Law at WU focuses on all economically relevant areas of public law, especially Austrian, European, and international public law, tax law, and business criminal law.	<ul style="list-style-type: none"><li>› Legal theory and interpretation</li><li>› The intertemporal legal system</li><li>› Qualification of Foreign Entities in Tax Law</li></ul>

---

DEPARTMENT	RESEARCH PROFILE	SELECTED PROJECTS
<b>Socioeconomics</b> Chair: Ulrike Schneider	Interdisciplinary research at the Department addresses demographic, environmental, economic, and social challenges to sustainable development. Topics include the interplay of social and economic dynamics, the role of location and spatial interaction, and the existing multilevel legal-institutional context. An important goal of its research is to better understand the likely consequences of alternative policy interventions.	<ul style="list-style-type: none"> <li>› The Socioeconomics of Cross-Border Long-Term Care Mobility in Austria and Central Eastern Europe</li> <li>› European Research Council – Proof of Concept “Future Markets”</li> <li>› DYNAMIX – Decoupling growth from resource use and its environmental impacts</li> </ul>
<b>Strategy and Innovation</b> Chair: Gerhard Speckbacher	Research at WU’s Department of Strategy and Innovation focuses mainly on business model innovation, i.e. on new strategy-based architectures and organizational designs to help companies generate value for stakeholders.	<ul style="list-style-type: none"> <li>› Vienna User Innovation Research Initiative</li> <li>› SAPM research project</li> <li>› Bringing Wikinomics inside the established firm</li> </ul>



# Research Institutes and Competence Centers

---

WU's interdisciplinary Research Institutes and Competence Centers are an important factor in the University's research profile. Close contacts with the business community ensure an efficient knowledge transfer.

WU has a total of 15 Research Institutes and four Competence Centers. They are interdisciplinary in nature, focus on topics with a strong connection to social and/or business issues, and often include WU faculty from different Departments.

## **NEW: COMPETENCE CENTER FOR SUSTAINABILITY**

WU's new Competence Center for Sustainability was established in the summer of 2013. It has a coordinative function and is intended to encourage increased sustainability in teaching, research, and everyday academic life.

RESEARCH INSTITUTE	RESEARCH PROFILE	SELECTED PROJECTS
<b>Capital Markets</b> Heads: Engelbert Dockner Neal Stoughton	The Institute's research focuses mainly on the development of long-term investment and risk management strategies to maximize the success of university endowment investment portfolios. As a particular characteristic of university endowments, the significance of long-term investment horizons and the necessity for regular dividends are investigated with regard to dynamic investment strategies.	<ul style="list-style-type: none"><li>› Academic review of current research in endowment management</li><li>› Implementation of a dynamic asset allocation model based on the work of Brandt, Santa Clara, and Valkanov (2009)</li></ul>
<b>CEE Legal Studies</b> Head: Martin Winner	The Institute focuses on legal and comparative law research in Central and Eastern European legal systems. Both the legal situations in individual countries and international analyses and comparisons feature in the Institute's work.	<ul style="list-style-type: none"><li>› EU Project: Study on directors' duties and liabilities</li><li>› Real Estate Collateral in CEE Bankruptcy Proceedings. The Legal Situation of Secured Creditors</li></ul>

---

RESEARCH INSTITUTE	RESEARCH PROFILE	SELECTED PROJECTS
<p><b>Computational Methods</b> Head: Kurt Hornik</p>	<p>The goals of this Institute include developing and implementing modern computational methods for application in the fields of finance, information systems, and marketing.</p>	<ul style="list-style-type: none"> <li>› DIVINE – Dynamic Integration and Visualization of Information from Multiple Evidence Sources</li> <li>› uComp – Embedded Human Computation for Knowledge Extraction and Evaluation</li> <li>› DecarboNet – A Decarbonization Platform for Citizen Empowerment and Translating Collective Awareness into Behavioral Change</li> </ul>
<p><b>Co-Operation and Co-Operatives</b> Head: Dietmar Rößl</p>	<p>Management challenges and steering mechanisms in cooperative relationships are the main focus of this Institute’s work. It conducts both basic research, analyzing the development and potential of various coordination methods in cooperative arrangements, as well as applied research on the development of management tools for cooperative organizations.</p>	<ul style="list-style-type: none"> <li>› EU project: To be entrepreneurial – learning through action</li> <li>› Cooperatives as Brands: What do Austrians Think of or Know about Cooperatives</li> </ul>
<p><b>Economics of Aging</b> Head: Ulrike Schneider</p>	<p>Investigating the socioeconomic aspects of an aging society, this Institute’s research focuses mainly on economic analyses of care policies and the situation of caregivers. The socioeconomic orientation of the Institute’s work complements existing organizations in Austria that deal mainly with social and medical aspects of geriatric research.</p>	<ul style="list-style-type: none"> <li>› The hidden costs of informal geriatric care – An evaluation of costs for older caregivers and care recipients</li> <li>› Motivation and strains in long-term informal care</li> <li>› Measuring results in long-term home care environments</li> </ul>

RESEARCH INSTITUTE	RESEARCH PROFILE	SELECTED PROJECTS
<p><b>European Affairs</b> Head: Harald Badinger</p>	<p>The Research Institute for European Affairs takes an interdisciplinary approach, focusing mainly on legal studies and economic theory and policies. In addition to investigating internal European integration issues (common market, monetary union, EU institutions), the Institute also deals with economic and legal aspects of EU foreign relations.</p>	<ul style="list-style-type: none"> <li>› From Rome to Lisbon: Power of EU Member States and the EU's capability to act in light of the interplay between EU Commission, Council, and Parliament – An interdisciplinary assessment</li> </ul>
<p><b>Family Businesses</b> Head: Hermann Frank</p>	<p>What makes family businesses different from other companies is the main question posed by research at the Research Institute for Family Businesses. Theoretical and empirical studies strengthen the Institute's researchers' position in the international scientific community.</p>	<ul style="list-style-type: none"> <li>› The measurement of familiness: Capturing the development, manifestations and impacts of family influence</li> <li>› Family business governance in Austria: Good practice case studies</li> </ul>
<p><b>Health Care Management and Economics</b> Heads: Johannes Steyrer, August Österle</p>	<p>This Research Institute has a dual focus: Health care management deals with health care organizations as social organizations and the effects of management actions on staff, economic indicators, and patient outcomes. Health care economics looks at the economics and socio-political analysis of national and international health care systems and reforms.</p>	<ul style="list-style-type: none"> <li>› Risk factors in intra-hospital transport in intensive care</li> <li>› Establishing care centers in hospitals: An international overview</li> </ul>

RESEARCH INSTITUTE	RESEARCH PROFILE	SELECTED PROJECTS
<p><b>Human Capital and Development</b> Head: Wolfgang Lutz</p>	<p>The main goal of the Institute is to understand the role of human capital and how it is structured according to age, gender, place of residence, educational level, health status, and cognitive abilities. Further topics include the generation of human well-being and the sustainable use of resources as well as defining the differences between human capital and other forms of financial and natural capital.</p>	<ul style="list-style-type: none"> <li>› Science-based world population forecasts by age, sex and level of educational attainment for all countries of the world</li> <li>› Austrian monitor</li> </ul>
<p><b>International Taxation</b> Heads: Eva Eberhartinger, Michael Lang, Josef Schuch, Martin Zagler</p>	<p>Multidisciplinary research on the taxation of cross-border transactions with a particular focus on corporate taxation are the main research topics covered by this Institute. Experts from the fields of tax law, economics, and business taxation work closely together, with contributions from related fields like tax psychology.</p>	<ul style="list-style-type: none"> <li>› International business taxation</li> <li>› Subject-to-tax clauses in tax treaties</li> <li>› The compatibility of tax secrecy (tax privacy) with EU law</li> </ul>

---

RESEARCH INSTITUTE	RESEARCH PROFILE	SELECTED PROJECTS
<b>Liberal Professions</b> Head: Leo W. Chini	The Research Institute for Liberal Professions sees itself as an interface between theory and practice. Interdisciplinary methods are applied to projects focusing on the economic, legal, and social conditions prevalent in the liberal professions. Increasing public awareness for these professions is a further goal.	<ul style="list-style-type: none"><li>› Retirement strategies for the liberal professions</li><li>› Trust in auditing</li><li>› Entrepreneurship policy across Europe</li></ul>
<b>Regulatory Economics</b> Heads: Stefan Bogner, Klaus Gugler	Dealing primarily with the regulation of natural monopolies, the Institute's research focuses on the analysis of network sectors, especially the energy sector, and on measuring the effectiveness and efficiency of regulatory actions.	<ul style="list-style-type: none"><li>› The Impact of regulatory reforms on R&amp;D investment of European electricity utilities</li><li>› Analysis of the general X-factor in the electricity industry</li></ul>
<b>Spatial and Real Estate Economics</b> Head: Gunther Maier	The Research Institute investigates developments and current issues in real estate economics in Austria and Central and Eastern Europe.	<ul style="list-style-type: none"><li>› Transnational cooperation for the improvement of buildings energy performance and efficiency (TRACE)</li><li>› Locational quality Vienna</li></ul>

---

RESEARCH INSTITUTE	RESEARCH PROFILE	SELECTED PROJECTS
<p><b>Supply Chain Management</b> Head: Tina Wakolbinger</p>	<p>The main goal of this Research Institute is to discover and develop integration potential in multi-location, intra-company supply chains as well as in supply, production, and distribution networks between the various stakeholders. Research topics include the analysis and design of global supply chains, market-driven and sustainable supply chains, supply chain management, and supply chains in the nonprofit and service sectors.</p>	<ul style="list-style-type: none"> <li>› Joint programming initiative urban Europe: Consolidation and coordination in urban areas</li> </ul>
<p><b>Urban Management and Governance</b> Heads: Verena Madner, Renate Meyer</p>	<p>Research into the economic, legal, and organizational aspects of modern city management and governance describes the work of this Institute. Topics include public corporate governance and further aspects of good urban governance, smart cities and sustainable urban development, the internal management of municipal administration, and changes in public organizations resulting from increased openness.</p>	<ul style="list-style-type: none"> <li>› Law and administration in Vienna – A manual</li> <li>› Zoning and construction law as urban climate policy instruments</li> <li>› Organizing the open</li> </ul>



---

---

COMPETENCE CENTER	RESEARCH PROFILE
<b>Central and Eastern Europe (CEE)</b> Head: Arnold Schuh	The strategic management of companies in CEE transformation economies is the subject of the Competence Center for CEE's research. Topics include market entry and maintenance strategies for foreign companies as well as competition and internationalization strategies for local CEE companies.
<b>Empirical Research Methods</b> Head: Manfred Lueger	The objective of this Competence Center is to ensure the high quality of empirical research at WU and concentrate existing methodological competence and know-how to make it easily accessible. The team's work focuses on three main areas: expert advice for WU researchers on how to use methodological approaches and empirical methods, support for researchers in the project proposal and publication phases, and the further development and application of research methods.
<b>Non-profit Organizations and Social Entrepreneurship</b> Head: Ruth Simsa	The Competence Center for Non-profit Organizations and Social Entrepreneurship encourages knowledge transfer between research and practice and works on diverse NPO and social entrepreneurship-related topics, using an interdisciplinary approach. Topics include social impact measurements and social return on investment analyses.
<b>Sustainability</b> Head: Fred Luks	While not engaged in active research itself, the Competence Center for Sustainability aims to support its team of 16 researchers in their sustainability-related work. The Center is also helping to develop a network connecting researchers interested in sustainability.

---

---

Research is also conducted at third-party-funded institutions at WU, including:

**Wittgenstein Centre for Demography and Global Human Capital**

The primary goal of the Wittgenstein Centre, established in 2012, is to better understand the implications of changing population structures and human capital investments for human well-being from a global perspective. The Centre's research aims to provide a sound scientific foundation for decision-making at various levels. The Centre is a collaboration between the World Population Program of the International Institute for Applied Systems Analysis (IIASA), the Vienna Institute of Demography of the Austrian Academy of Sciences (VID/ÖAW), the Demography Group, and WU's Research Institute for Human Capital and Development.

**Vienna Graduate School of Finance**

The Vienna Graduate School of Finance (VGSF) is a joint program of the University of Vienna, WU, and the Institute for Advanced Studies, an independent, non-profit research institute focusing on economics, political science, and sociology. Fields of research include capital market analysis, bank management, corporate financing, and financial engineering. The Vienna Graduate School of Finance has been financed by the FWF Austrian Science Fund since 2005.

**PhD Program International Business Taxation**

The interdisciplinary PhD Program in International Business Taxation is also funded by FWF. The program's main objective is to bring talented young researchers in the field of taxation to Vienna. Fields of study include tax law, business taxation, and finance.

---



---

**Jan Hendrik Fisch**  
**Robert Kert**

---

## **NEW FACULTY**

A top-qualified, dedicated faculty is a prerequisite for excellence in research and teaching. WU is constantly striving to recruit internationally recognized, highly qualified professors. This chapter will introduce you to the newest members of WU's faculty.

### **JAN HENDRIK FISCH**

Jan Hendrik Fisch is the new Professor of International Business at the Department of Global Business and Trade. His research focuses mainly on strategic and innovation management in an international context. He has published in numerous renowned international journals, and serves as a referee for international journals, conferences, and research foundations. Jan Hendrik Fisch holds a degree in Business and Electronics from TU Darmstadt, Germany, and a PhD in Economics from the University of Hohenheim in Stuttgart, Germany. He conducts part of his research as a Visiting Professor at the University of Newcastle, Australia, and as a Visiting Researcher at Deutsche Bundesbank, Frankfurt am Main. Before joining WU, he was an Assistant Professor at the University of Hohenheim, Professor of Technology and Innovation Management at Zeppelin University in Friedrichshafen, Germany, and Professor of Innovation and International Management at the University of Augsburg, Germany.

### **ROBERT KERT**

Robert Kert, Professor of Criminal Law and Criminal Procedure at the Department of Public Law and Tax Law, studied law at the University of Vienna. During his doctoral studies, he worked as a researcher at the Centre for German and European Food Law at the University of Bayreuth. He has also worked at the Association for Probation and Social Work on the implementation of victim-offender mediation, was a Research Assistant at the Institute of Criminal Law and Criminology at the University of Vienna, and spent a nine-month research period at the Department of Criminal Law at the University of Bayreuth. Since 2010, he has held a position as Assistant Professor for criminal law and criminal procedure at the University of Vienna. Robert Kert has also taught at the Universities of Luxembourg, Bayreuth, and Heidelberg. He is the Austrian contact in the European Criminal Law Academic Network (ECLAN), and has published numerous articles on Austrian and European criminal law, economic criminal law, fiscal penal law, and criminal procedure in leading national and international journals and collections. Robert Kert is also the co-author of two legal textbooks on Austrian Criminal Law.



**Urška Kosi**  
**Axel Polleres**



---

### **URŠKA KOSI**

Urška Kosi came to the Department of Finance, Accounting and Statistics in 2013 as Professor of International Accounting. In the course of her PhD studies at Lancaster University Management School (UK), Urška Kosi worked as a full-time researcher in an international research project (INTACCT). After completing her PhD, Kosi moved to Germany and took an Assistant Professor position at Humboldt-Universität zu Berlin. Urška Kosi conducts empirical research on financial accounting in the setting of public and private companies. She cooperates with a wide range of international co-authors, serves as a referee for various international journals and conferences, and has successfully bid for funding from the Marie Curie Actions of the 7th Framework Programme. Urška Kosi is strongly dedicated to high-quality teaching and strives to integrate academic research into her teaching to bring it closer to the students.

### **AXEL POLLERES**

Axel Polleres obtained his doctorate and habilitation from the Vienna University of Technology. Before coming to WU as Professor of Data and Knowledge Engineering at the Department of Information Systems and Operations, he worked at the University of Innsbruck, Austria, Universidad Rey Juan Carlos, Spain, the National University of Ireland, and for Siemens AG's Corporate Technology Research division. He has participated in several European and national research projects, held regular courses at different universities, and supervised students at all levels. Axel Polleres has published more than 100 articles in journals, books, conferences, and workshops, co-organized several international conferences and workshops, and serves as an editorial board member for different journals (SWJ, IJSWIS). He has also actively contributed to international standardization efforts within the World Wide Web Consortium (W3C). At WU, he plans to continue his work on the technical infrastructure for a "Web of Data" and to participate in interdisciplinary collaborations on the socioeconomic implications of open data, data interchange on the web, and big data.

---



---

Rupert Sausgruber  
Florian Schuhmacher

---

#### **RUPERT SAUSGRUBER**

Rupert Sausgruber, the Department of Economics' newest Professor of Public Economics, studies and writes about public and behavioral economics. Rupert Sausgruber studied at the University of Innsbruck and at the Institute of Advanced Studies (IHS) in Vienna. He has been a visiting researcher at a variety of institutions, including the University of Copenhagen, the University of Michigan, and the Max Planck Institute for Research into Economic Systems in Jena. Before joining WU, Rupert Sausgruber was an Associate Professor of Economics at the University of Innsbruck. He has published extensively in economic journals and field journals, is Associate Editor of the *Journal of Socio-Economics*, and serves as a referee for other top-ranked journals. He presents his research regularly at scientific conferences and seminars at other universities.

#### **FLORIAN SCHUHMACHER**

The Department of Business, Employment and Social Security Law welcomed Florian Schuhmacher as Professor of Civil and Business Law in 2013. His research and teaching combine both academic and practical experience. Professor Schuhmacher earned his *venia docendi* in 2010 at the Faculty of Law of the University of Vienna. He has published books and numerous articles (national and international) in his areas of expertise. His habilitation thesis was published in Germany and has earned several awards, and he has also received a number of other scholarships and awards for his work. Before coming to WU, Florian Schuhmacher was a Visiting Professor at TU Dresden and Assistant Professor at the University of Vienna. In addition to his academic career, Professor Schuhmacher also practices law in an international law firm. He gives regular presentations at national and international conferences and is a lecturer at other academic and non-academic institutions. Florian Schuhmacher was educated at the University of Vienna, Faculty of Law, and also holds a master's degree from Columbia University, New York.

---



---

Martin Spitzer

---

#### **MARTIN SPITZER**

Also new to the Department of Business, Employment and Social Security Law, Professor of Civil Law and Civil Procedure Law Martin Spitzer has published extensively in all fields of civil and civil procedure law and is a member of the editorial board of Österreichische Juristen-Zeitung (ÖJZ) and co-author of Austria's best-selling book on civil law. Before his appointment to the chair, Professor Spitzer had previously been a Visiting Professor at WU and an Associate Professor at the University of Vienna. Both his dissertation and his habilitation thesis were awarded academic prizes, as were several of his other publications. In his academic research and teaching, Professor Spitzer also draws on several years' practical experience at a Viennese law firm. He is also a sought-after guest speaker and visiting lecturer, contributing to programs at the University of Lviv in Ukraine and the Austrian Chamber of Civil Law Notaries, among others.





# Successful Research

---

WU researchers are involved in a wide variety of projects every year. The short descriptions in this chapter were selected to give you an impression of the diversity of the research performed at WU.

---

## EU PROJECTS

### **CARBON CAP: Carbon emission mitigation by Consumption-based Accounting and Policy**

Climate change mitigation policies currently focus on production processes within national borders. However, all production serves consumption, and consumption ultimately drives increases in greenhouse gas (GHG) emissions. Globalization further implies that consumption may be responsible for GHG emissions abroad that are not monitored via national accounting systems.

Funded under the EU 7th Framework Programme, this project aims to provide a definitive accounting analysis of carbon flows across borders that define the difference between domestically produced CO<sub>2</sub> emissions and the overall carbon footprint of consumption, and the policies that could act upon consumption choices so as to exert leverage over the entire carbon footprint of European carbon consumption. The project is based on the comparison and analysis of three major global datasets on carbon emissions and model calculations of consumption-based mitigation measures. Stefan Giljum (Department of Socioeconomics) is head of the project at WU.

### **COBALT: Contributing to Building of Awareness, Learning and Transfer of knowledge on sustainable use of raw materials**

Sustainable use of raw materials is only possible when the entire life cycle (mining, raw materials industries, manufacturing, product design, consumption, recycling, and waste management) is taken into account and the various business sectors, government, civil society, and researchers are involved in the process. The aim of the COBALT project is to initiate a dialog between these groups, encourage innovation to become more sustainability-oriented, and to support the “European Innovation Partnership on Raw Materials.” Two EU conferences in Brussels and a number of workshops in different WU countries will be organized between 2013 and 2015, knowledge gaps will be identified, and learning materials will be developed. The project is funded by the EU 7th Framework Programme and will be carried out by a consortium of six international research partners, coordinated by André Martinuzzi (Department of Socioeconomics).

---

#### **DecarboNet: Service Platform for Green European Transportation**

In cooperation with European project partners, Kurt Hornik from the Department of Finance, Accounting and Statistics is developing a new web-based platform offering current, relevant information from global media sources and social networks in real-time.

The DecarboNet project is being funded by the EU 7th Framework Programme and will run until 2016.

The objective of the project is to encourage users to develop a collective environmental awareness: Online competitions, based on the traditional “games with a purpose,” teach users about energy saving measures. The results of the project will be made available to associated partners, including the World Bank and the National Oceanic and Atmospheric Administration (NOAA) to help them adapt their political strategy recommendations to national and local conditions.

#### **GLOBAL VALUE: Assessing the Impacts of Multinational Corporations in GLOBAL Development and VALUE Creation**

GLOBAL VALUE looks at the many different effects that multinational corporations have on societies, the environment, and individual lives in developing countries. The project, funded by the EU 7th Framework Programme, is under the direction André Martinuzzi (Department of Socioeconomics) and his team, and through the application of an innovative crowd-sourcing concept will also include inputs from approximately 200 experts from companies, NGOs, and academia. With the help of three leading corporations around the world (shoe manufacturer Bata in Bangladesh, grocery wholesaler Olam in Tanzania, and electronics corporation Nokia in India), the researchers will analyze direct and indirect effects, positive and negative consequences, and intended and unintentional impacts of the corporations’ global activities, based on the UN Millennium Development Goals (including education, health care, equality, and reducing poverty), human rights, the fight against corruption, and transparency.

---

### **SERAMIS: Sensor-Enabled Real-World Awareness for Management Information Systems**

The increasing importance of radio-frequency identification (RFID) is giving rise to the question of how to best utilize the enormous amounts of data this technology generates. The SERAMIS project aims to develop intelligent data management tools based on RFID technology. To that end, Sarah Spiekermann and Jan Mendling (Department of Information Systems and Operations) are developing models and methods to cleanse raw data, extract business-relevant data, and highlight innovation potential, with a particular focus on privacy issues. The results will be evaluated in cooperation with partners from the European fashion industry.

### **FWF AUSTRIAN SCIENCE FUND**

#### **Optimizing Pricing and Contract Design in Humanitarian Logistics**

Which logistics activities required by humanitarian aid organizations can be outsourced to commercial logistics companies, and which conditions in pricing and contract design must apply for this to be beneficial to both organizations? This is the question posed by an FWF project headed by Tina Wakolbinger (Department of Global Business and Trade). The answer will depend on factors including the type of catastrophe involved, characteristics of the individual aid organization, and the current phase of the catastrophic event. The project will contribute to research on humanitarian logistics by adapting concepts from the commercial sector to humanitarian needs and developing game-theory-based models that take the special characteristics of humanitarian aid and NPOs into account. Future game-theory-based models for the humanitarian sector can then be based on the results of this research.

---

---

**Gender Cage – Revisited: Reconfiguring Gender Differentiation in Organizations in Postmodern Societies**

Funded by FWF, DFG (German Research Foundation), and the Swiss National Science Foundation (SNSF), and conducted in cooperation with researchers from Philipps-Universität Marburg and the University of Applied Sciences and Arts Northwestern Switzerland FHNW, this project under the direction of Edeltraud Hanappi-Egger (Department of Management) is looking at the complex, ever-changing, and often contradictory relationship between organizations, gender, and society. The objective is to define the role of the organization in the societal establishment and reestablishment of gender differentiations. The project starts with the dynamics of social expectations reflected in the restructuring of gender regimes as well as the dynamics involved in fulfilling organizational functions, which acts as a catalyst for change in organizational gender differentiation. To find out how organizations deal with the growing social pressure towards equality, new observational and analysis tools will be developed to assess inner-organizational processes and changes. Based on a multi-level analysis and a mix of qualitative and quantitative methods, selected German, Austrian, and Swiss organizations will be subjected to a comparative

analysis of formal hierarchies and gender differences in order to identify change processes in gender relations in these organizations.

**Double Non-Taxation**

Cross-border business relationships are becoming increasingly important in a globalized economy, resulting in increasingly complex tax accounting. To reduce the global tax burden, multinational corporations can be very creative in taking advantage of differences in individual countries' tax laws. The financial administration options currently available are often not able to completely prevent companies from escaping taxation altogether. The OECD and the European Commission are therefore very interested in finding ways to close these loopholes. While their initiatives are very important for the future of international tax law, not enough basic research has been done in this field. The goal of this research project, led by Michael Lang (Department of Public Law and Tax Law), is to close this gap and provide a comprehensive analysis of the options available to prevent double non-taxation. The project hopes to contribute to the discourse on intended double non-taxation through international tax accounting and to the understanding of the problem in general.

---



Opening Christian Doppler Laboratory

---

## **CHRISTIAN DOPPLER RESEARCH ASSOCIATION**

### **Christian Doppler Laboratory**

The Christian Doppler (CD) Research Association funds practice-oriented research in the form of Christian Doppler Laboratories, in cooperation with industry partners seeking access to new knowledge and research results. The Christian Doppler Laboratory for Savings Taxation in a Globalized World was launched at WU on October 21, 2013, and is the first CD laboratory to be established at a business and economics university. The laboratory is funded mainly by the Austrian Ministry of Economy, with additional funding provided by corporate partner Deloitte, and is scheduled to operate for a duration of five to seven years.

The new Christian Doppler Laboratory, headed by WU Professor Michael Lang (Department of Public Law and Tax Law), will be focusing on three main areas: the exchange of information in international tax law,

developments in European savings taxation, and the relationship between European Union law and international treaties on the taxation of capital income. To start, the researchers will be looking at the existing council directive on the taxation of savings income, intended to ensure effective cross-border taxation on savings income. The EU member states were unable to agree on a unified system, leading to a partial coordination without full harmonization of national laws. In addition to the directive, regulations on the exchange of information (to ensure the effective taxation of savings income in the country of residency) and regulations on taxes deducted at source are also in force. Through a well-founded analysis of the existing legislation and the development of new approaches, the Doppler Laboratory will make a major contribution towards highlighting the weaknesses inherent in this system and developing a new taxation system for savings income.

---

---

#### OENB ANNIVERSARY FUND

The following projects were funded by the OeNB Anniversary Fund after being subjected to an international peer review process:

- › **Binding Regulations in Fiscal Policy: Measurements, Determinants, Effects**  
Head: Harald Badinger (Department of Economics)  
In this project, the mathematical concept of partially ordered sets (POSET) is applied to analyze the effects of binding regulations in fiscal policy, test various political-economic theories on the determinants of fiscal policy regulations, and assess the effects of fiscal policy regulations on a number of different fiscal policy performance indicators.
  - › **Growth without Development in the Mediterranean Region? Industrial Development and Financialization**  
Head: Joachim Becker (Department of Economics)  
This study consists of a comparative analysis of the industrial development of three Mediterranean countries, comparing the common industrial development characteristics of EU member states Italy and Spain with the specific characteristics of Turkey.
  - › **Real Estate Collateral in CEE Insolvency Proceedings. The Legal Situation of Secured Creditors**  
Head: Martin Winner (Department of Business, Employment and Social Security Law)  
A dependable, scientific study of recent changes and the current state of insolvency legislation in Central and Eastern Europe has been lacking for some time, a lack this project is intended to fill. As a result, Austrian businesses will have improved access to important information about insolvency law in CEE.
  - › **Optimal Issuance Strategies for Government Bonds**  
Head: Stefan Pichler (Department of Finance, Accounting and Statistics)  
To date, there is only scant research available on the optimal finance management of public organizations. Using data from bond auctions taken from the finance agencies' websites combined with intra-day bond prices from MTS, WU researchers are conducting a panel analysis with a wide variety of Eurozone countries to identify success factors and the influence of competition between state finance agencies.
-



› **Correlation between Economic Cycles and Macroeconomic Imbalances in the EU**

Head: Gabriele Tondl (Department of Economics)

This project is investigating whether macroeconomic imbalances, as demonstrated in the recent European Commission scoreboard indicators, contribute to the drifting apart of economic cycles between Eurozone countries. In comparison, macroeconomic imbalances between regions within the US and their correlation to economic cycles will be observed.

**WU Study on the Expulsion of Jewish Students, Faculty, and Staff during the Nazi Regime**

A WU research study investigated WU's history during the period after the annexation to Germany and under Nazi rule from 1938–1945. One of the main objectives of the project was to identify those students who were unable to complete their studies because of their Jewish faith or their opposition to the Nazi regime.

The project also included public support via a project website and a virtual, online memorial book to help researchers find further victims.

WU Professor Peter Berger, Head of the Institute for Economic and Social History, and his colleague Johannes Koll are focusing on Jews who were forced to abandon their diploma and doctoral studies. The team found records of 33 Jews who were forbidden to continue their studies or were not allowed to take exams after the Anschluss. However, not only students, any faculty members considered to be political opponents of the Nazi regime or “non-Aryan” under the Nuremberg Laws were also forced to leave the University.

A memorial will be dedicated to the victims of the Nazi regime on the new WU campus based on the results of this project. The unveiling ceremony for the memorial is expected to be held in May 2014.

---

# International Conferences at WU

---

International scientific congresses bring the scientific community to WU, encourage the exchange of information, and help researchers make and strengthen international contacts.

## **GROW EAST CONGRESS: MANAGING COMPLEXITY IN CENTRAL AND EASTERN EUROPE**

The 5th annual Grow East Congress was held in cooperation with WU's Competence Center for Central and Eastern Europe on May 16, 2013.

During the one-day international conference, speakers from a wide variety of business sectors gave their insights on the current situation in the CEE region and on how they manage the myriad challenges they are faced with. Martin Ehl, international affairs editor of the Czech business newspaper "Hospodarske noviny" and winner of the Bank Austria "Writing for CEE 2012" award, opened the proceedings with a talk about the connections between economic and political development. Alexander Zeh from GfK Austria talked about current consumer trends in the CEE countries, and Günther Tengeler and Andreas Philippitsch from Amrop Jenewein discussed the importance of talent and selecting the right leadership personalities for individual countries. Andreas Philipp and his Romanian colleague Viktor Ioane from Salesianer Miettex talked about dealing with the individual needs of 25,000 customers in seven different countries. Further speakers included Mario Zenaty from Kotanyi, Martina Steinberger-Voracek from Henkel CEE, Georg Kasperkovitz from the Rail Cargo Group, and Joachim Feher from MediaCom.

## **INTERNATIONAL TAX CONFERENCE**

In January 2013, WU's Institute for Austrian and International Tax Law and the Association Internationale de Droit Économique, with the support of the European Commission, held a high-level conference on the interface between tax policy, growth, and competitiveness. It brought together ministers, international senior policymakers, academics, and representatives of business and civil society. The purpose of the conference "Developing a Tax Environment for Growth and Competitiveness" was to start a dialog on increasing transparency and the harmonization of national tax systems.

The conference was opened by Algirdas Gediminas Šemeta (EU Commissioner for Taxation and Customs Union, Audit and Anti-Fraud) and the Italian Secretary of Finance and economist, Vieri Ceriani. Jeffrey Owens, professor at WU's Institute for Austrian and International Tax Law and former Director of the OECD's Centre for Tax Policy and Administration, and Rainer Geiger, Member of the Board of the Association Internationale de Droit Économique and former OECD Deputy Director of Financial and Enterprise Affairs, organized this high-profile conference.

---

# Students





# Teaching and Learning on the New Campus

The new Campus WU provides improved conditions for studying and learning, and state-of-the-art teaching technology in the new classrooms allows instructors to be more effective, creative, and innovative in their teaching.

## STUDYING ON THE NEW CAMPUS WU

WU's new home has more to offer than just impressive architecture. One of the main goals in building the new campus was to provide students with more and better places to study and work, and to be able to accommodate a wider variety of individual learning and teaching styles. Located mainly in the Central Library in the Library & Learning Center and in the Teaching Center, the new Campus has approximately 3,000 self-study places, three times as many as in the old location. Quiet zones in the library offer ideal conditions for reading, studying, and concentrating.

A large number of project rooms are also available to students. This new form of study area is ideal for break-out sessions during lectures or for group studying or working on team projects outside of class. Students can book project rooms of varying sizes online to ensure that they are available for their group when they need them.

For socializing and relaxing between classes, student lounges are also available in the Department buildings. Furnished with comfortable sofas and chairs, the lounges provide a perfect place for students to get together and network before and after class.

## Study Service Center – One-Stop-Shop for All Program-Related Questions

The Study Service Center is another new feature of Campus WU. For the first time, current and potential students now have one central contact point for a wide selection of program-related services, including general consulting, admissions, credit transfers, and graduation formalities. The Study Service Center is conveniently located in the central Library & Learning Center, along with other student service facilities like the International Office, the OMV Central Library, the Raiffeisen Language Resource Center, and the ZBP Career Center.



Self-study area in the Raiffeisen Language Resource Center

---

### STATE-OF-THE-ART LANGUAGE LEARNING

The Raiffeisen Language Resource Center is a modern language learning facility. With its wide selection of materials and electronic resources, it provides the ideal environment for independent study. The new location on Campus WU offers students even more opportunities for effective language learning: a media library with language learning materials in over 30 different languages, a lounge area equipped with tablet computers for reading international newspapers and magazines, 27 computer workstations for using teaching software, and an IPTV connection with 50 TV channels in a wide variety of languages.

The self-access study area also features five new tandem learning rooms for group work. WU's Tandem Learning program pairs up students with different native languages to learn each other's languages.

Students taking language courses at WU's Department of Foreign Language Business Communication can also use the state-of-the-art language labs on the new Campus WU. In lab classes, they can make audio and video recordings at their workstations, do individual listening comprehension exercises, and practice and record simulated telephone calls with a partner. Webcams are also available for recording dialogs, role plays, or student presentations for later feedback. All computers in the lab are connected, and the learning environment allows for a wide variety of teaching activities.

### TEACHING RELOADED

#### **Campus WU – An Ideal Environment for Teaching and Learning**

Campus WU is breaking new ground in academic teaching and learning: In addition to the numerous study areas and project rooms for students, a number of new

---



© BOAnet.at

Teaching and learning in the Auditorium Maximum, WU's largest auditorium.

classroom types are available to WU's teaching staff as well. Classroom sizes range from the 650-seat Auditorium Maximum to smaller auditoriums that seat 180, 120, or 60 students, to small seminar rooms for up to 30 occupants. In several of the new auditoriums, seats are arranged in the shape of a U, modeled after Harvard University auditoriums, encouraging active academic interaction and debate. Aside from auditoriums and seminar rooms, teachers can also use computer labs, language labs, and the new teacher training room in their courses. The teacher training room is a seminar room with a neighboring training lab, connected by a one-way glass observation window.

The new campus gives teachers a wide variety of new, innovative teaching technologies to work with in addition to tried-and-true classics like flipcharts and whiteboards. Almost all rooms are equipped with double projection screens, allowing instructors to present multiple visual aids simultaneously. Digital whiteboards in the seminar rooms give teachers and students the

opportunity to interact with information in totally new ways, rearranging, adding to, or linking contents with other media. Documents and images edited in class can then be saved in PDF format and uploaded to the eLearning platform Learn@WU.

#### **Training and Support for Teachers**

To make sure teachers know how to get the most out of the new teaching and learning equipment and technology on the new campus, WU offered introductory training sessions and courses both before and after the move. Over 900 faculty and staff members took advantage of this offer. The "Future Learning Now!" newsletter is sent out regularly to keep teachers up-to-date on recent developments.

In addition, teachers can consult the Media Guide, a new online portal with a comprehensive selection of instructions and video tutorials for the new equipment and classrooms.



# Academic Programs

Interest in WU's academic portfolio remains high. The move to the new campus has made conditions for studying at WU even more attractive.

## ACADEMIC PROGRAMS 2013/14

WU's portfolio in the 2013/14 academic year included its two bachelor programs in Business, Economics and Social Sciences and Business Law, 14 master programs, three doctoral programs in Social and Economic Sciences and Business Law taught in German, and two PhD programs held in English, Finance and International Business Taxation.

## NEW ADMISSIONS PROCEDURE FOR THE BACHELOR PROGRAM IN BUSINESS, ECONOMICS AND SOCIAL SCIENCES

A new procedure for admission to WU's most popular bachelor program, Business, Economics and Social Sciences, was instituted in 2013. Due to Austria's open-admissions policy for academic studies, WU has always had very high numbers of first-year students. Based on the number of students admitted in previous years, admissions to the program were limited to a total of 3,674 students and regulated using a multi-phase application process. WU worked closely with other Austrian universities offering a bachelor in social and economic sciences to develop the new admissions procedure.

ADMISSIONS	WS 2011	WS 2012	WS 2013	Percent women
<b>Total no. of students</b>	25,604	23,471	22,781	47%
incl. degree program students	24,053	21,963	21,197	47%
incl. international students	6,743	6,505	6,241	47%
<b>Admissions first-year students<sup>1</sup></b>	4,645	4,916	4,303	52%
incl. first-time admissions <sup>2</sup>	3,637	3,738	3,356	52%

(as of January 6, 2014)

<sup>1</sup> First-year students are those students admitted to any WU program for the first time in the respective semester.

<sup>2</sup> First-time admissions are those students admitted to a WU program who have not previously been admitted to an Austrian university (includes secondary school graduates, incoming exchange students, etc.).

## WU'S PROGRAM PORTFOLIO

WU'S DEGREE PROGRAMS		
<b>BACHELOR PROGRAMS</b>	<ul style="list-style-type: none"> <li>› <b>Business, Economics and Social Sciences</b> (BSc WU) four majors:</li> <li>› Business Administration</li> <li>› International Business Administration</li> <li>› Economics and Socioeconomics</li> <li>› Information Systems</li> </ul>	› <b>Business Law</b> (LLB WU)
<b>MASTER/LLM PROGRAMS</b>	<ul style="list-style-type: none"> <li>› <b>Business Education</b> (MSc WU)</li> <li>› <b>Economics</b> (MSc WU)</li> <li>› <b>Finance and Accounting</b> (MSc WU)</li> <li>› <b>Management</b> (MSc WU)</li> <li>› <b>Socioeconomics</b> (MSc WU)</li> <li>› <b>Taxation and Accounting</b> (MSc WU)</li> </ul>	› <b>Business Law</b> (LLM WU)
	<ul style="list-style-type: none"> <li>› <b>Information Systems</b> (MSc WU), English</li> <li>› <b>International Management/CEMS</b> (MSc WU &amp; CEMS MIM), English</li> <li>› <b>Marketing</b> (MSc WU), English</li> <li>› <b>Quantitative Finance</b> (MSc WU), English</li> <li>› <b>Socio-Ecological Economics and Policy</b> (MSc WU), English</li> <li>› <b>Strategy, Innovation, and Management Control</b> (MSc WU), English</li> <li>› <b>Supply Chain Management</b> (MSc WU), English</li> </ul>	
<b>DOCTORAL/PHD PROGRAMS</b>	<ul style="list-style-type: none"> <li>› <b>Social and Economic Sciences</b> (Dr. rer. soc. oec.)</li> <li>› <b>PhD Program in Economics and Social Sciences</b> (PhD), German with English tracks (intended mainly for WU's academic staff)</li> </ul>	› <b>Business Law</b> (Dr. iur.)
	<ul style="list-style-type: none"> <li>› <b>PhD in Finance</b> (PhD), English</li> <li>› <b>PhD in International Business Taxation</b> (PhD), English</li> </ul>	

### MASTER PROGRAMS

WU's master programs remain in high demand. In 2013, the portfolio included a total of 14 specialized master programs. Half of these programs are taught entirely in English, and the rest are taught in German. For the 2013 academic year, WU was also able to offer an increased number of places for the three most popular German-

language programs: Finance and Accounting, Management, and Business Education. While no new program was launched in 2013, WU's 15th master degree program, Export and Internationalization Management, is currently under development. This German-language program, expected to launch in the fall of 2014, will complete WU's master program portfolio.

ENGLISH-TAUGHT PROGRAMS	NO. OF APPLICATIONS
International Management/CEMS	265
Information Systems	133
Marketing	219
Quantitative Finance	252
Socio-Ecological Economics and Policy	148
Strategy, Innovation, and Management Control	322
Supply Chain Management	206
<b>Total</b>	<b>1,545</b>

---

Over 1,500 students applied for admission to one of WU's seven English-taught MSc programs in 2013. The highest numbers of applications were for the program in Strategy, Innovation, and Management Control, followed by International Management/CEMS and Quantitative Finance. Only the best-qualified applicants were selected for each program.

Interest in WU's seven German-language master degree programs continued to rise in 2013. Approximately 2,700 potential students applied for admission, some 300 more than in 2012. The most applications were received for the Management program. Finance and Accounting and Business Education came in at second and third place, respectively.

GERMAN-LANGUAGE PROGRAMS	NO. OF APPLICATIONS
Business Education	580
Business Law	745
Economics	209
Finance and Accounting	269
Management	335
Socioeconomics	367
Taxation and Accounting	206
<b>Total</b>	<b>2,711</b>

# WU Alumni: Keeping in Touch

---

Close to 5,000 members, numerous events each year, and international hubs around the world make the WU Alumni Club one of the leading organizations of its kind in the German-speaking world.

---

## AN INTERNATIONAL NETWORK

Every fifth WU graduate lives and works outside of Austria. One of the WU Alumni Club's main goals is to give these alumni the opportunity to stay in touch with WU and to form and maintain networks with each other. The Alumni Club has hubs in every Austrian province, as well as in 45 international cities around the world. In 2013, new hubs were established in Washington and Manila.

## MEETING AND GREETING

A number of Vienna-based alumni meet regularly at the WU Alumni Tuesday club nights, held weekly in a local restaurant.

In addition to popular lecture series like the WU Talks or the WU Career Talks, the Alumni Club also organized a number of other events in 2013, including guided art tours at Forchtenstein Castle and Vienna's world-famous museum of historical art, the Kunsthistorisches Museum Wien.

The 2013 WU Alumni Club party in Vienna's beautiful, historical Kursalon was the social highlight of the Alumni Club year. Some 800 guests attended, representing the business and academic communities as well as the media.

## WU ALUMNI ENTREPRENEUR

The fifth annual WU Alumni Entrepreneur award was held in 2013, in cooperation with the WU Institute for Entrepreneurship und Innovation. All alumni who have started their own business within the last five years are eligible for nomination. The 2013 WU Alumni Entrepreneur award went to Ralph Wunsch, founder of Metro-Deal Inc., a portal for locating discounts for local hotels, restaurants, and services. It is the largest eCommerce site in the Philippines.

This year's event also featured the first ever special award for exceptional entrepreneurship in the nonprofit sector. The award was presented to Walter Emberger from Teach For Austria. The organization recruits and trains highly qualified university graduates for teaching positions working with underprivileged students, to help these students rise above the challenges they face.

---

# WU ZBP Career Center

Successfully pairing WU graduates with employers since 1983: The WU ZBP Career Center. Close contacts to some 800 companies in all sectors of business allow the Career Center to help students find internships and jobs.

## SUCCESSFUL PLACEMENT

WU is still there for its students even after graduation. The WU ZBP Career Center is the first place to start for many WU graduates looking for a placement. One of the Center's main responsibilities is maintaining a comprehensive database of open positions that suit the profiles of WU students and graduates. The selection is wide and varied, ranging from internships and work placements to qualified starter positions. The Career Center had 1,600 available positions in its database in 2013, including 522 internships. In addition to job placement services, the WU ZBP Career Center also offers a number of popular consultation services, including career consulting, application seminars, and a résumé analysis service.

## NETWORKING

Networking events organized by the ZBP Career Center like the informal breakfast meetings with corporate partners or the "Meet Your Job" interview day bring company representatives and future employees together in an informal setting.

The Center also organizes "Career Calling," a career fair held in cooperation with two other major Austrian universities. Approximately 5,000 visitors attended the 2013 event, and 160 companies sent representatives to interview potential employees.

## 2013 IN NUMBERS

### Career Calling 13

5,000 visitors  
130 companies

### Internship Day

33 companies and service providers  
500 visitors  
74 available internships on the day of the event

### Meet Your Job

10 companies  
400 applications  
79 interviews held on location

### Job advertisements

1,600 (including 522 internships)



# Lifelong Learning

---

The WU Executive Academy is the leading provider of executive and continuing education for managers in Central and Eastern Europe.

The WU Executive Academy was active in nine countries in 2013 (Austria, Bulgaria, Croatia, Germany, Poland, Romania, Russia, Slovakia, and Ukraine) and recruited around 510 new students from over 55 countries for its MBA, Master of Laws, BBA, and university certificate programs.

Custom programs and open seminars offered by the WU Executive Academy were booked by a number of high-profile institutions and companies like Berndorf, Erste Group Bank, Porsche Bank AG, Österreichische Post AG, and Telekom Austria Group.

The Academy also organized on-location executive education programs and study trips in about 15 different countries in cooperation with renowned international partner universities.

## RANKINGS AND SURVEYS

### Financial Times

Executive MBA Ranking: Up five places in 2013, the Global Executive MBA came in at 46th place, making this program one of the top 15 programs in the EU and one of the top five in the German-speaking world.

### Personalmagazin

This leading German journal for human resource management ranked the WU Executive Academy under the world's 40 best business schools in its special edition "Learn2Lead."

### Ziarul Financiar

The Romanian daily placed the Executive MBA (Bucharest) among the top 3 MBA programs in Romania for the sixth year in a row.

## ACCREDITATIONS AND RANKINGS

WU Executive Academy is one of only two MBA providers in the German-speaking world with both the EQUIS (European Quality Improvement System) and AMBA accreditations, and its programs perform consistently well in leading international rankings. In addition, the Academy's MBA programs are both FIBAA (Foundation for International Business Administration Accreditation) and AACSB (Association to Advance Collegiate Schools of Business) accredited.

---

### NEW PROGRAMS

The WU Executive Academy introduced a new open, two-country program in 2013: the Employer Brand Manager program is organized in close cooperation with the Deutsche Employer Branding Akademie (DEBA) and the Executive Education Center of the Technische Universität München. The program aims to provide an academic and theoretical foundation for the increasingly important field of employer branding, and give graduates the tools and practical skills required to make their companies into successful brands.

A further LL.M. program introduced in 2013 focuses on economic crime and the law, and is available exclusively to public prosecutors, judges, and employees of the Federal Ministry of Justice. The program combines business law and business administration with an emphasis on fighting white-collar crime.

---



#### A VALUABLE NETWORK

MBA Alumni Services were further expanded and improved in 2013. The international alumni network of highly qualified executives, managers, and experts has now grown to over 2,000 members. Customized continuing education programs, networking events, and career services provide valuable professional and personal support to Academy graduates.

#### WU EXECUTIVE ACADEMY PORTFOLIO

In 2013, approximately 800 students were enrolled in one of the Academy's MBA, MBL, MLS, or Master of Laws programs. Of these, 290 were new students, with an average age of 35 and 12 years of professional experience. 50% of the WU Executive Academy's students in 2013 were from outside Austria, and 34% were women.

#### MBA/Master of Laws Programs

The WU Executive Academy's programs combine practical management methods with cutting-edge research findings. Their goal is to provide executives with business administration skills and expertise.

#### The following programs were available in 2013:

- › Global Executive MBA
  - › Executive MBA (Bucharest)
  - › Executive MBA (PGM)
  - › Professional MBA with specializations in
    - › Controlling
    - › Energy Management
    - › Entrepreneurship & Innovation (in cooperation with the Vienna University of Technology)
    - › Finance
    - › Health Care Management
    - › Marketing & Sales
    - › Project & Process Management (in cooperation with Roland Gareis Consulting)
    - › Public Auditing (in cooperation with the Austrian Court of Audit)
    - › Social Management
  - › Master of Laws (International Tax Law)
  - › Master of Business Law (Corporate Law)
  - › Master of Legal Studies
-



WU Executive Academy's classes are taught in state-of-the-art classrooms.

### Diplom Betriebswirt (BBA)

The six-semester Akademischer Diplom Betriebswirt (BBA) program, now in its second year, offers professionals a part-time alternative to a traditional bachelor program. The program is highly practically oriented and can be completed while still pursuing a full-time career.

#### Participants can select one of the following fields to specialize in:

- › Advertising & Sales
- › Insurance Management
- › Market Research
- › Tourism & Event Management

### CERTIFICATE PROGRAMS

University certificate programs are aimed at individuals who want to obtain a qualification and state-of-the-art training in a specific field. A university degree is not a prerequisite for enrollment. Graduates are awarded an official certificate after completion.

### The following programs were available in 2013:

- › Advertising & Sales
- › Health Care Management
- › Market Research
- › Post Graduate Management (PGM)
- › Risk and Insurance Management
- › Social Management
- › Tourism & Event Management

A total of some 550 students were enrolled in the Bachelor of Business Administration and Certificate Programs in 2013.

### CUSTOM AND OPEN PROGRAMS

Experts at the WU Executive Academy design programs custom tailored to the needs of specific companies and sectors. Contents, schedules, and methods are planned on a case-by-case basis, ensuring the best possible results for each individual client.

About 460 participants took part in the WU Executive Academy's custom and open programs in 2013.



# Communication and Events



# Events, Web, and More

The wide variety of events held at WU in 2013 was interesting, thought-provoking, and well-attended. Fundraising and social media also played important roles in WU's communication strategy this year.

Effective marketing needs to reach as many people as possible, and WU has found many ways to do this: Invite highly qualified speakers, address the hottest current topics, and organize entertaining events, just to name a few. Then get the word out over social media and conventional news networks.

## **OPEN MINDS**

### **The Future of Europe**

The 11th event in the WU Open Minds discussion series was held in April 2013: "Between Utopia and Reality: What is Europe's Future?" Benita Ferrero-Waldner, former Austrian Foreign Minister and EU Commissioner, Austrian author Robert Menasse, and WU Professor Christoph Grabenwarter made up the discussion panel. Wilfried Stadler moderated the event. Topics included the high unemployment rates in parts of the eurozone, the stability of the euro, and the integration and autonomy of individual member states.

### **Climate Collapse or Turning Point**

The second Open Minds event, "Climate Collapse or Turning Point? Seeking a Global Eco-Logical Approach,"

was held in June 2013. Panel members WU Professor Sigrid Stagl, Gerhard Roiss (CEO of the oil and gas company OMV), Professor Stefan Schleicher (University of Graz), and Jurrien Westerhof (Greenpeace Austria) discussed the burning question of climate change and economic policy.

### **Population Boom?**

The third and last Open Minds event of the year was held on the brand new Campus WU in October. "Population Boom: Demographics, Education, and Sustainability in a Globalization Context" looked at the challenges created for the world's economies by globalization.

For this discussion, WU invited well-known film director Werner Boote ("Plastic Planet" and "Population Boom") to participate in the panel. He was joined by Ulrike Schelander-Sertic, head of the SOS Children's Village Hinterbrühl and former head of Greenpeace Austria and CARE Austria, WU Professor Wolfgang Lutz, Wittgenstein Prize laureate, head of the World Population Program at IIASA Laxenburg, and head of the Vienna Institute of Demography at the Austrian Academy of Sciences.





© Andreas Kowacsik

Wilfried Stadler, Wolfgang Lutz, Ulrike Schelander-Sertic, and Werner Boote at the Open Minds discussion “Population Boom?”

### **WU BALL**

The WU Ball is the highlight of WU’s social calendar, bringing the Rector’s Council and WU faculty, students, and staff together with high-profile guests from the Austrian and international business community, politics, and the international diplomatic corps.

The 2013 guest list included high-ranking international diplomats and prominent members of the Austrian and international business community, including Brigitte Jilka, member of the Vienna municipal government, Christoph Leitl, President of the Austrian Federal Economic Chamber, Brigitte Jank, President of the Vienna Chamber of Commerce, Ewald Nowotny, Governor of the Österreichische Nationalbank (OeNB), and Günter Thumser, President of Henkel Central Eastern Europe.

### **TALENTA 2013**

Every fall, WU holds a special evening in cooperation with the City of Vienna, honoring the achievements of WU’s researchers and selected students. Talenta combines the popular public lecture series Wiener Vorlesungen, the Talenta Award for authors of the year’s best diploma and master theses, and the WU Best Paper Award for the year’s most outstanding scholarly publications.

The 2013 event was held at WU for the first time, on the new Campus WU. Before the award ceremony, WU professor Stefan Pichler from the Department of Finance, Accounting and Statistics gave a talk on “Financial market policy and the politics of financial markets: Europe caught between bailouts and the hope for a new order.”

### **WIRTSCHAFT WISSENSCHAFT UNPLUGGED**

In cooperation with daily newspaper Die Presse and the ERSTE Bank Group, WU launched a new discussion series in 2013: Wirtschaft Wissenschaft Unplugged. In these discussions, well-known managers and business people discuss current topics in finance, business, and economics with WU professors. The panel discussion is followed by a Q&A session with the audience, students, and members of the general public.

The first event in the series was held in November 2013 and looked at the future of Austria as a business location. Wolfgang Eder, CEO of voestalpine AG steel works and WU professor Jonas Puck, Head of the Department of Global Business and Trade, made up the panel, and the discussion was moderated by Die Presse Editor-in-Chief Rainer Nowak.



**WU Manager of the Year Peter Oswald and Rector Christoph Badelt at the award ceremony  
James J. Heckman at the 8th Vienna Seminar of Nobel Laureates**

---

### **WU MANAGER OF THE YEAR 2013**

The annual WU Manager of the Year event highlights WU's excellent connections to the business community and is awarded to managers who have made a particularly outstanding contribution to society and the economy as a whole.

Peter J. Oswald, CEO of Mondi Europe & International, was selected as WU Manager of the Year 2013. The award ceremony was held on October 24, 2013. "Peter Oswald combines outstanding management skills, vision, and strategy with a true commitment to sustainability," says WU Rector Christoph Badelt.

Peter J. Oswald studied business administration at WU and law at the University of Vienna. He has been Executive Director of the Mondi Group and CEO of Mondi Europe & International since 2008. He is also well known for his work in the field of sustainability and acts as President of respACT – austrian business council for sustainable development, Austria's leading platform for corporate social responsibility (CSR) and sustainable development.

### **8TH NOBEL LAUREATE SEMINAR**

Since 2006, the Vienna Seminar of Nobel Laureates has been bringing renowned Nobel Laureates in the fields of physics, chemistry, medicine, economics, and peace policy to Vienna to present their research in talks, discussions, and expert panels. The 8th Vienna Seminar of Nobel Laureates, held in October 2013 in part on WU's new campus, focused on all things economic. Nobel Laureates James Heckman, Finn Kydland, and Roger Myerson held a series of lectures and participated in panel discussions. On October 16, two of the Laureates came to WU to talk: Finn E. Kydland held a talk on "Policy Consistency and the Growth of Nations," and James J. Heckman discussed "The Economics and Econometrics of Human Development." WU faculty members also had the opportunity to participate in a private session with Heckman on the same topic as his main talk.



© Stephan Huger

---

## **WU ONLINE**

WU maintains a strong online presence to keep current and potential students, corporate partners, and the general public informed about the most important events and developments in the WU world.

### **wu.ac.at**

WU's regularly updated website contains detailed and comprehensive information about WU's organization, strategy, teaching, and research. In 2013, approximately 1.8 million users visited the site an average of 2.6 times each, viewing six different pages during their visits.

During the opening ceremony of the new Campus WU on October 4, 2013, the homepage featured a live stream viewed by approximately 7,500 users.

### **WU Newsletter**

The WU Newsletter is sent out 10 times a year, and had over 4,000 subscribers in 2013. Users can also subscribe to the research newsletter and the student newsletter "update."

## **Social Media**

WU uses social media to increase international recognition and broadcast WU's brand values. The various interactive platforms are supplied with information individually tailored to appeal to each medium's target group.

WU Blog topics in 2013 included current information on academic programs, legal and political developments, and the new campus. A total of 14 blog entries were posted in 2013, read by 24,560 users.

By the end of 2013, WU's Facebook page had over 17,000 followers, 6,100 of which were new in 2013. On average, the page was visited by 6,462 users per day. Photos, comments, and links to a live video stream kept Facebook users up to date during the opening ceremony in October.

In December 2013, WU's Twitter account, with links to research findings or press releases and reminders about deadlines, had about 2,400 subscribers.

WU added Google+ to its social media portfolio in 2013. WU also has accounts in the photo community Flickr and the popular YouTube video portal.

---

# Auditorium and Room Sponsoring

Auditorium and room sponsoring on the new Campus WU gives Austrian companies the opportunity to strengthen their cooperation with the University and demonstrate their close ties to WU.

WU's new campus is a unique university complex with ideal conditions for students, faculty and staff. On-campus sponsoring gives donors the opportunity to visibly promote their company's image and maintain a permanent presence on Campus WU in the new libraries, audi-

toriums, project rooms, and student lounges. WU's fundraising efforts have been quite successful: 20 sponsors from a wide variety of business sectors joined the auditorium sponsoring project by the grand opening in October 2013.

## AUDITORIUM AND ROOM SPONSORS

- › **Berndorf Private Foundation** (Berndorf Library for Business Languages)
- › **Coca-Cola Österreich GmbH** (International student lounge)
- › **EF Education GmbH** (8-seat project room)
- › **EY (Ernst & Young)** (120-seat auditorium)
- › **Erste Bank der oesterreichischen Sparkassen AG** (180-seat auditorium)
- › **Festo AG & Co. KG** (180-seat auditorium)
- › **Gebrüder Weiss GmbH** (60-seat auditorium)
- › **Generali Versicherung AG** (60-seat auditorium)
- › **Henkel Central Eastern Europe Gesellschaft mbH** (60-seat auditorium)
- › **HYPO NOE Gruppe Bank AG** (60-seat auditorium)
- › **Mondi** (Newslounge)
- › **Oesterreichische Nationalbank, OeNB** (120-seat auditorium)
- › **OMV Aktiengesellschaft** (OMV Central Library)
- › **PwC Österreich** (8-seat project room)
- › **Rauch Fruchtsäfte GmbH & Co OG** (60-seat auditorium)
- › **Raiffeisen Zentralbank Österreich Aktiengesellschaft** (Language Resource Center)
- › **Red Bull GmbH** (180-seat auditorium)
- › **Siemens AG Österreich** (120-seat auditorium)
- › **UNIQA Insurance Group AG** (Student lounge)
- › **Wiener Städtische Versicherung AG Vienna Insurance Group** (180-seat auditorium)



# Facts & Figures





107





# WU at a Glance

## FACTS & FIGURES 2013

### Students

Total students	22,781 (47% women)
Entering students	4,303 (52% women)

### Personnel (in full-time equivalents)

Total faculty <sup>1</sup>	570 (43% women)
Administrative staff	473 (67% women)
Total	1,043 (54% women)

### International relations

Partner universities with student and faculty mobility	~230
International students	6,241 (27% of total)
Incoming exchange students	1,055
Outgoing exchange students	927

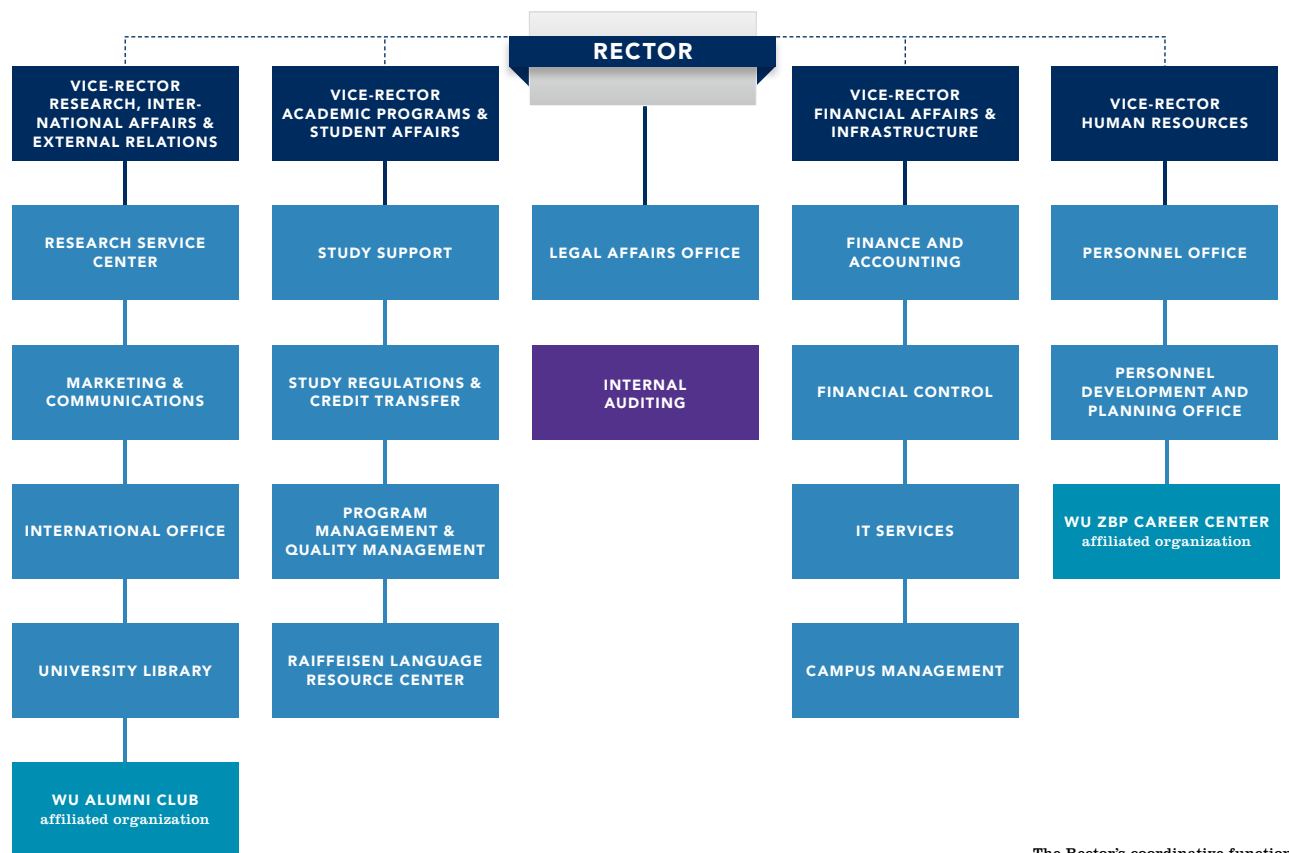
### Program portfolio

Bachelor programs	<ul style="list-style-type: none"> <li>› Business, Economics and Social Sciences</li> <li>› Business Law (LLB)</li> </ul>
Master programs	<ul style="list-style-type: none"> <li>› Business Education</li> <li>› Business Law</li> <li>› Economics</li> <li>› Finance and Accounting</li> <li>› Information Systems<sup>2</sup></li> <li>› International Management/CEMS</li> <li>› Management</li> <li>› Marketing</li> <li>› Quantitative Finance</li> <li>› Socio-Ecological Economics and Policy</li> <li>› Strategy, Innovation, and Management Control</li> <li>› Supply Chain Management</li> <li>› Taxation &amp; Accounting</li> </ul>
PhD programs Doctoral programs	<ul style="list-style-type: none"> <li>› PhD in Finance</li> <li>› PhD in International Business Taxation</li> <li>› Social and Economic Sciences (Dr. rer. soc. oec.)</li> <li>› Business Law (Dr. iur.)</li> </ul>

<sup>1</sup> not including personnel funded by third parties

<sup>2</sup> three-semester program pursuant to the University Studies Act

# Non-Academic Organization



..... The Rector's coordinative function

# Academic Organization

---

WU'S DEPARTMENTS	HEAD
Department of Business, Employment and Social Security Law	Martin Winner
Department of Economics	Ingrid Kubin
Department of Finance, Accounting and Statistics	Stefan Bogner
Department of Foreign Language Business Communication	Wolfgang Obenaus
Department of Global Business and Trade	Jonas Puck
Department of Information Systems and Operations	Alfred Taudes
Department of Management	Edeltraud Hanappi-Egger
Department of Marketing	Peter Schnedlitz
Department of Public Law and Tax Law	Michael Lang
Department of Socioeconomics	Ulrike Schneider
Department of Strategy and Innovation	Gerhard Speckbacher

WU'S COMPETENCE CENTERS	HEAD
Center for Central and Eastern Europe (CEE)	Arnold Schuh
Center for Empirical Research Methods	Manfred Lueger, Regina Dittrich
Center for Non-profit Organizations and Social Entrepreneurship	Christian Schober
Center for Sustainability	Fred Luks

---

---

<b>WU'S RESEARCH INSTITUTES</b>	<b>HEAD</b>
CEE Legal Studies	Martin Winner
Computational Methods	Kurt Hornik
Co-Operation and Co-Operatives	Dietmar Rößl
Economics of Aging	Ulrike Schneider
European Affairs	Harald Badinger
Family Businesses	Hermann Frank
Health Care Management and Economics	Johannes Steyrer, August Österle
Human Capital and Development	Wolfgang Lutz
Liberal Professions	Leo W. Chini, Matthias Fink
International Taxation	Eva Eberhartinger, Michael Lang, Josef Schuch, Martin Zagler
Regulatory Economics	Stefan Bogner, Klaus Gugler
Research on Capital Markets	Engelbert Dockner, Neal Stoughton
Spatial and Real Estate Economics	Gunther Maier
Supply Chain Management	Tina Wakolbinger
Urban Management and Governance	Verena Madner, Renate Meyer

---

# WU's Partners around the World

---

## AFRICA

### South Africa

- › University of Stellenbosch Business School
- › University of the Witwatersrand, Johannesburg

## ASIA

### China (incl. Taiwan)

- › Central University of Finance and Economics
- › Chinese University of Hong Kong
- › City University of Hong Kong
- › Fudan University
- › Hong Kong University of Science and Technology
- › Lingnan (University) College, Sun Yat-sen University
- › National Chengchi University
- › Peking University – School of Management
- › Shanghai Jiao Tong University – Antai College of Economics and Management
- › Tongji University
- › Tsinghua University
- › University of Hong Kong – School of Business

### India

- › Indian Institute of Management Ahmedabad
- › Indian Institute of Management Bangalore
- › Indian Institute of Management Calcutta
- › Indian Institute of Management Indore
- › Management Development Institute

### Indonesia

- › Universitas Gadjah Mada

### Israel

- › Tel Aviv University – Recanati Business School

### Japan

- › Hitotsubashi University
  - › Keio University
  - › Kobe University
  - › Nagoya University
  - › Nagoya University of Commerce and Business
  - › Otaru University of Commerce
  - › University of Tsukuba
  - › Waseda University – School of Commerce
-

---

**ASIA**

<b>Philippines</b>	› Asian Institute of Management, Manila
--------------------	---

<b>Singapore</b>	› Nanyang Technological University › National University of Singapore › Singapore Management University
------------------	---

<b>South Korea</b>	› Korea University Business School › Seoul National University Business School › Yonsei University
--------------------	--

<b>Thailand</b>	› Chulalongkorn University › Thammasat University
-----------------	--

**AUSTRALIA / NEW ZEALAND**

<b>Australia</b>	› Queensland University of Technology › The University of Melbourne › The University of Sydney › The University of Western Australia › University of New South Wales › University of South Australia Business School › University of Technology, Sydney
------------------	---

<b>New Zealand</b>	› University of Canterbury › University of Otago
--------------------	---

---



EUROPE

<b>Belgium</b>	<ul style="list-style-type: none"><li>› Katholieke Universiteit Leuven – Faculty of Economics and Business</li><li>› Université catholique de Louvain</li><li>› Université libre de Bruxelles – Solvay Brussels School of Economics and Management</li><li>› University of Antwerp</li></ul>
<b>Bosnia and Herzegovina</b>	<ul style="list-style-type: none"><li>› University of Sarajevo</li></ul>
<b>Bulgaria</b>	<ul style="list-style-type: none"><li>› University of National and World Economy, Sofia</li></ul>
<b>Croatia</b>	<ul style="list-style-type: none"><li>› University of Rijeka</li><li>› University of Zagreb – Faculty of Economics and Business</li></ul>
<b>Czech Republic</b>	<ul style="list-style-type: none"><li>› Masaryk University, Brno – Faculty of Economics and Administration</li><li>› University of Economics Prague</li></ul>
<b>Denmark</b>	<ul style="list-style-type: none"><li>› Aarhus University – School of Business and Social Sciences</li><li>› Copenhagen Business School</li><li>› University of Southern Denmark</li></ul>
<b>Estonia</b>	<ul style="list-style-type: none"><li>› Estonian Business School</li></ul>
<b>Finland</b>	<ul style="list-style-type: none"><li>› Aalto University – School of Business</li><li>› Hanken School of Economics</li><li>› University of Turku</li></ul>
<b>France</b>	<ul style="list-style-type: none"><li>› EDHEC Business School</li><li>› EM Strasbourg Business School</li><li>› EMLYON Business School</li><li>› ESSCA École de Management, Angers</li><li>› ESSEC Business School</li><li>› Grenoble Ecole de Management</li><li>› HEC Paris</li><li>› KEDGE Business School</li><li>› Université Paris-Dauphine</li><li>› University of Strasbourg</li></ul>

## EUROPE

<b>Germany</b>	<ul style="list-style-type: none"> <li>› Freie Universität Berlin</li> <li>› Goethe University Frankfurt am Main</li> <li>› Hamburg University of Technology</li> <li>› Humboldt Universität zu Berlin</li> <li>› Leibniz Universität Hannover</li> <li>› Technische Universität Berlin</li> <li>› The KLU – Kühne Logistics University</li> <li>› TU Dresden</li> <li>› University of Bonn</li> <li>› University of Cologne</li> <li>› University of Kassel</li> <li>› University of Konstanz</li> <li>› University of Mannheim</li> </ul>
<b>Great Britain</b>	<ul style="list-style-type: none"> <li>› Aston University – Aston Business School</li> <li>› Cranfield University</li> <li>› Kingston University London</li> <li>› Lancaster University</li> <li>› LSE London School of Economics and Political Science</li> <li>› Nottingham Trent University</li> <li>› The University of Edinburgh Business School</li> <li>› The University of Sheffield, Management School</li> <li>› University of Aberdeen – School of Law</li> <li>› University of Manchester – Manchester Business School</li> <li>› University of Southampton – Southampton Management School</li> <li>› University of Strathclyde</li> <li>› University of Sussex</li> <li>› University of Warwick – Warwick Business School</li> </ul>
<b>Greece</b>	<ul style="list-style-type: none"> <li>› Athens University of Economics and Business</li> </ul>
<b>Hungary</b>	<ul style="list-style-type: none"> <li>› Corvinus University of Budapest</li> </ul>
<b>Iceland</b>	<ul style="list-style-type: none"> <li>› University of Iceland</li> </ul>
<b>Ireland</b>	<ul style="list-style-type: none"> <li>› University College Cork</li> <li>› University College Dublin</li> </ul>

EUROPE

Italy	<ul style="list-style-type: none"><li>› LUISS Guido Carli</li><li>› Sapienza University of Rome</li><li>› Università Commerciale Luigi Bocconi</li><li>› University of Cagliari</li><li>› University of Naples "Parthenope"</li><li>› University of Salerno</li><li>› University of Trieste</li></ul>
Kosovo	<ul style="list-style-type: none"><li>› University of Prishtina, Faculty of Economics</li></ul>
Lithuania	<ul style="list-style-type: none"><li>› ISM University of Management and Economics</li></ul>
Montenegro	<ul style="list-style-type: none"><li>› University of Montenegro – Faculty of Economics, Podgorica</li></ul>
Netherlands	<ul style="list-style-type: none"><li>› Eindhoven University of Technology</li><li>› Erasmus University Rotterdam</li><li>› Maastricht University – School of Business and Economics</li><li>› Tilburg University</li><li>› University of Groningen</li><li>› Utrecht University School of Economics</li><li>› VU University Amsterdam – Faculty of Economics and Business Administration</li></ul>
Norway	<ul style="list-style-type: none"><li>› BI Norwegian Business School</li><li>› NHH – Norwegian School of Economics</li></ul>
Poland	<ul style="list-style-type: none"><li>› Cracow University of Economics</li><li>› Kozminski University</li><li>› University of Economics in Katowice</li><li>› Warsaw School of Economics</li></ul>
Portugal	<ul style="list-style-type: none"><li>› ISCTE Lisbon University Institute</li><li>› Universidade Católica Portuguesa</li><li>› Universidade Nova de Lisboa</li></ul>
Romania	<ul style="list-style-type: none"><li>› Bucharest University of Economic Studies</li></ul>
Russia	<ul style="list-style-type: none"><li>› Lomonosov Moscow State University</li><li>› National Research University – Higher School of Economics (HSE) Moscow</li><li>› Plekhanov Russian University of Economics</li><li>› St. Petersburg University – Graduate School of Management</li></ul>

EUROPE	
<b>Serbia</b>	› University of Belgrade – Faculty of Economics
<b>Slovakia</b>	› Matej Bel University – Faculty of Economics › University of Economics in Bratislava
<b>Slovenia</b>	› University of Ljubljana – Faculty of Economics › University of Maribor – Faculty of Economics and Business
<b>Spain</b>	› Carlos III University of Madrid › Comillas Pontifical University › Complutense University of Madrid › ESADE Business School – Ramon Llull University › Pompeu Fabra University › Universidad Autónoma de Madrid › Universidad de Granada › University of Barcelona › University of Navarra › University of Salamanca › University of Seville › University of Valencia
<b>Sweden</b>	› Jönköping University – Jönköping International Business School › Lund University – School of Economics and Management › Stockholm School of Economics › University of Gothenburg – School of Business, Economics and Law › Uppsala University – Department of Business Studies
<b>Switzerland</b>	› University of Geneva › University of Lausanne › University of St. Gallen › University of Zurich
<b>Turkey</b>	› Bilkent University – Faculty of Business Administration › Boğaziçi University › Koç University › Sabancı University
<b>Ukraine</b>	› Vadym Hetman Kyiv National Economic University

**NORTH AMERICA**

**Canada**

- › HEC Montréal
- › McGill University – Desautels Faculty of Management
- › Queen's University – Queen's School of Business
- › Simon Fraser University
- › The University of British Columbia
- › University of Alberta
- › University of Calgary
- › University of Victoria
- › University of Western Ontario – Richard Ivey School of Business
- › York University – Schulich School of Business

**USA**

- › Arizona State University
- › Babson College
- › Bentley University
- › Boston College
- › Carnegie Mellon University
- › Case Western Reserve University – Weatherhead School of Management
- › College of William & Mary – Mason School of Business
- › DePaul University
- › Duke University – The Fuqua School of Business
- › Emory University – Goizueta Business School
- › Indiana University Bloomington – Kelley School of Business
- › Miami University, Ohio
- › Michigan State University – Eli Broad Graduate School of Management
- › New York University
- › North Carolina State University
- › Oregon State University
- › Purdue University, Krannert School of Management
- › Texas A&M University
- › The City University of New York – Baruch College
- › The George Washington University
- › The Ohio State University – Fisher College of Business
- › The University of Arizona
- › The University of Chicago – Booth School of Business
- › The University of Georgia
- › The University of Iowa
- › The University of North Carolina at Chapel Hill – College of Arts and Sciences

## NORTH AMERICA

### USA

- › The University of Texas at Austin
- › The University of Tulsa
- › Tulane University – Freeman School of Business
- › University of California, Irvine
- › University of Central Florida
- › University of Florida
- › University of Illinois at Urbana Champaign – College of Business
- › The University of Texas at Dallas – Naveen Jindal School of Management
- › University of Kentucky – Gatton College of Business and Economics
- › University of Maryland – Robert H. Smith School of Business
- › University of Miami, Florida
- › University of Michigan
- › University of Minnesota – Carlson School of Management
- › University of Missouri-St. Louis
- › University of Pittsburgh – Joseph M. Katz Graduate School of Business and College of Business Administration
- › University of Richmond – Robins School of Business
- › University of South Carolina – Darla Moore School of Business
- › University of Southern California
- › University of Vermont – School of Business Administration
- › University of Wisconsin-Madison – School of Business
- › Vanderbilt University – Owen Graduate School of Management
- › Wake Forest University – School of Business

## LATIN AMERICA

### Argentina

- › Universidad Torcuato Di Tella

### Brazil

- › Fundação Getulio Vargas (FGV) – Escola de Administração de Empresas de São Paulo (EAESP)

### Chile

- › Pontificia Universidad Católica de Chile
- › Universidad de los Andes
- › Universidad Gabriela Mistral

### Mexico

- › ITAM – Instituto Tecnológico Autónomo de Mexico

### Peru

- › Universidad del Pacífico

### Venezuela

- › IESA – Instituto de Estudios Superiores de Administración



**COPYRIGHT INFORMATION**

**Contact:**

Barbara Enzinger, Head of Marketing & Communications  
marketingcommunications@wu.ac.at  
Telephone: +43-1-313 36-4971, Fax: +43-1-313 36-750

**Editor:**

WU (Vienna University of Economics and Business)  
Welthandelsplatz 1, 1020 Vienna, Austria  
wu.ac.at

**Arriving by public transport:**

Subway: U2 stations "Messe-Prater" or "Krieau"  
Bus: 82A, "Südportalstraße" stop

