

Annual Report 2007

WU Wirtschaftsuniversität Wien

Vienna University of Economics and Business



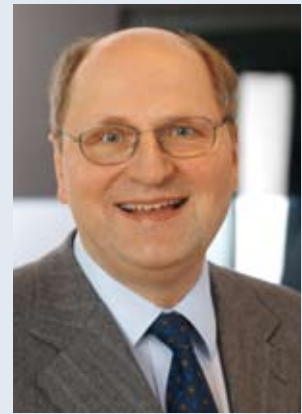
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Welcome by the Rector



Dear friends of Wirtschaftsuniversität Wien,

With this Annual Report, published this year for the first time in English, WU Wirtschaftsuniversität Wien (Vienna University of Economics and Business) wants to keep all of its international stakeholders – global universities and global corporate partners – informed on developments over the past year at WU. The Rector's Council invites you to take a moment to read about the most important events and projects, as well as the goals achieved in 2007.

Two major decisions marked the year 2007 at WU: First the University was accredited by EQUIS, which represents a major enhancement of our international reputation. Secondly, the location for our future campus was chosen, finalizing plans to create a new spatial identity for WU Wirtschaftsuniversität Wien.

The Rector's Council, newly elected in the spring of 2007, has an ambitious agenda, signaling the dynamic developments in progress here at WU and contributing to reaching the goals and improvements the University is striving for.

The EQUIS accreditation is a major milestone in the internationalization process: Almost two years of hard work went into its preparation. It was all worth it when WU was awarded the prestigious EQUIS accreditation on February 27, 2007. We are the first and only university in Austria to achieve this international recognition, strengthening our position as a pioneer in university quality management and setting the wheels in motion for an even more pronounced international orientation.

WU Wirtschaftsuniversität Wien already began a complete implementation of the Bologna system in 2006, the first university in Austria to do so. Two Bachelor

programs were introduced, Business, Economic and Social Sciences and Business Law. The first two Master degree programs, Business Law and Business Education, were launched in the fall of 2007.

The University continued to sharpen its profile and its focus on future-oriented issues with the establishment of two new research institutes. The first 12 research institutes were established in 2005. With the addition of the Research Institute for Spatial and Real Estate Economics and the Research Institute for Health Care Management and Economics, WU now has 14 such facilities, all of which take an interdisciplinary approach and concentrate on topical research.

2007 was a very important year for the future of WU: The University and its Board have decided to completely relocate WU to a new campus on a site near the Green Prater Park, an extensive urban recreation area. Completion is planned for 2012.

Our vision is not simply to re-build the WU as we know it, but to create a fresh, "New WU". This is a historical opportunity for us – the chance not only to erect a visible symbol of WU's progress over the past decades, but also to set new standards for the university of the future.

I sincerely hope that you will find this Annual Report of WU Wirtschaftsuniversität Wien an interesting and informative read. I would also like to take this opportunity to thank you for your continued interest and support, and especially for the excellent co-operation over the past years.

A handwritten signature in black ink, which appears to read "Christoph Badelt".

Christoph Badelt, Rector



Highlights of 2007

The new Rector's Council

In the spring of 2007, a new Rector's Council was elected to act for the next four years. They started their work on October 1.

Looking back ... A review

A lot has changed at WU Wirtschaftsuniversität Wien, the Vienna University of Economics and Business (or WU for short) over the past four years. Amendments to the laws governing universities were a major influencing factor, especially the Universities Act 2002. A further very important development was the introduction of the European Higher Education Area (EHEA), also known as the Bologna system, and the accompanying transition to a unified, three-cycle structure consisting of Bachelor, Master and PhD degree programs. Some of the major projects and developments of the last four years include:

- New advances and great progress in the field of basic research: A Special Research Area was established in 2004, the Vienna Graduate School of Finance was launched in 2005, and new research sponsorship programs were implemented. Certain research contracts, for example, now make it possible for selected WU scholars to take a leave of absence from their teaching duties to concentrate exclusively on their research work. WU researchers interested in spending a sabbatical abroad find support and information during the annual High Potential Contact Weeks and can apply for WU Visiting Fellow grants, increasing the level of internationalization in WU research.
- The WU Executive Academy started up in February 2005, opening up a whole new field of business.
- A new organizational structure, characterized by the introduction of Departments and Research Institutes, was implemented in 2005.

- A development plan, an organization plan and a personnel development plan were drafted in 2005 in co-operation with WU faculty and staff.
- The decision to build a new WU was made in 2006, and a location was chosen in 2007.
- The transition of the academic programs to the Bologna system commenced in the fall semester of 2006: Bachelor programs were introduced, Master programs were developed and two of them launched, and the first PhD program was established.
- WU was awarded the prestigious EQUIS accreditation in February, 2007.
- Much-needed extra space was gained by leasing two additional new buildings located near the main campus in 2006 and 2007.

Looking ahead ... Plans and projects for the next four years

WU's goal is to become one of the top 15 business universities internationally and one of the top 5 in the German-speaking world. To make this vision reality, the next four years will bring strategic measures in the following areas:

- Internationalization: After attaining EQUIS accreditation in 2007, WU Wirtschaftsuniversität Wien will continue pursuing its internationalization goals. Planned steps include increasing the number of international professors, strengthening and expanding partnerships with renowned international universities, and introducing Master programs taught exclusively in English.

Highlights of 2007

The new Rector's Council

- Increasing research output both in quality and quantity: Numerous research sponsorship programs and improved working conditions will help boost research performance at WU. Top-notch research will be an important aspect if WU wants to position itself among Europe's best business universities.
- Better quality of teaching: To reach this goal, the student-faculty ratio will have to be lowered by increasing the number of professors. Tutoring programs and e-learning support will also have to be implemented and intensified.
- Development of a new spatial identity: The new WU campus will be completed by 2012.



From left: Michael Holoubek, Vice-Rector Personnel & Infrastructure; Barbara Sporn, Vice-Rector Research, International Affairs & External Relations; Christoph Badelt, Rector; Eva Eberhartinger, Vice-Rector Financial Affairs; Karl Sandner, Vice-Rector Academic Programs & Student Affairs

Highlights of 2007

WU Organization Chart

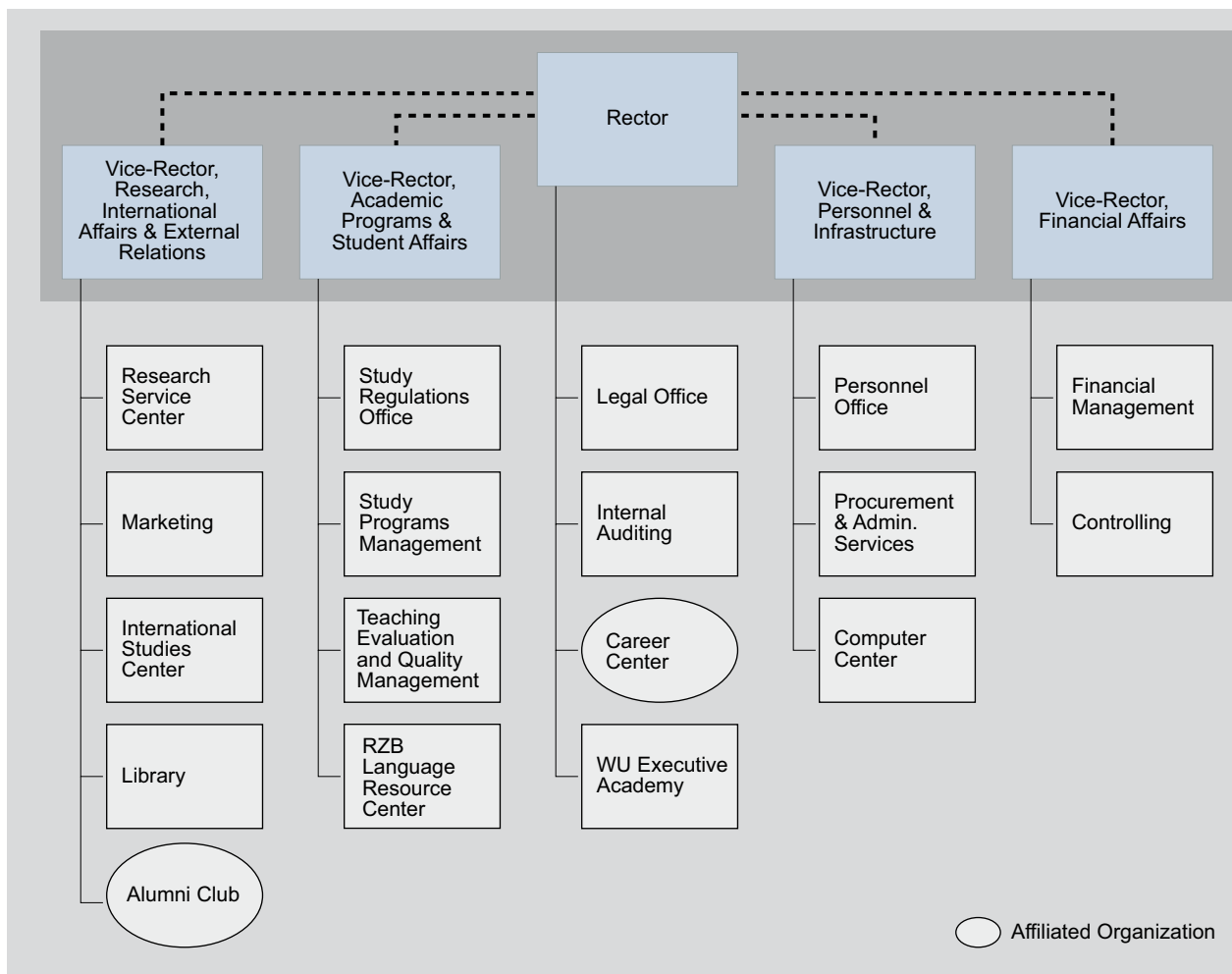
The Rector's Council

WU's organizational structure is divided into academic areas (teaching and research facilities, see next page) and service facilities (below).

The Rector's Council is the main executive body at WU and is responsible for strategic planning, organizational design, financial management and resource allocation,

introduction of new academic programs, personnel issues, quality management, developing performance contracts both for the Ministry and the Departments, general reporting, as well as for the administration of teaching and research.

Each of the service facilities below reports to a specific member of the Rector's Council.

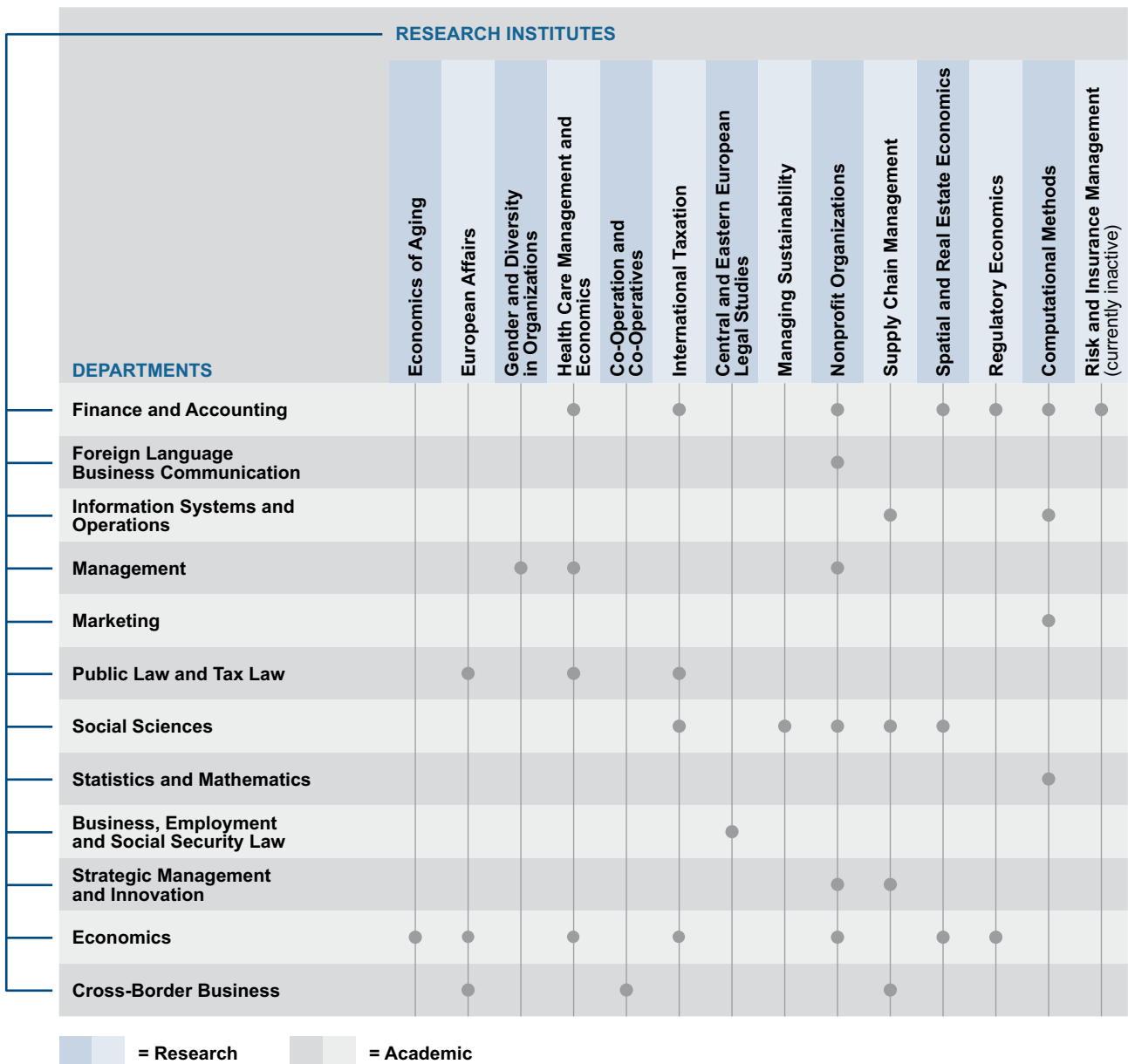


Highlights of 2007

Academic Organization

WU Wirtschaftsuniversität Wien divides its academic units into Academic Departments and Research Institutes. Each Department is headed by a Department Chair who manages the unit.

Research Institutes have been created to house inter-departmental, theme-oriented, interdisciplinary research crossing Department boundaries. Faculty members from various Departments are affiliated with the individual Research Institutes.



Highlights of 2007

EQUIS: International accreditation for WU



WU Wirtschaftsuniversität Wien is the first and only Austrian university and one of only four universities in the German-speaking world to have attained international accreditation: In February of 2007, WU was awarded the prestigious EQUIS (European Quality Improvement System) accreditation, putting WU one major step closer to achieving its goal of becoming a leading European business university.

Before granting the accreditation, the EFMD (European Foundation for Management Development) subjected WU to a rigorous quality control assessment over a period of several months. The following criteria were included in the evaluation:

- Clear strategic objectives and mission statement
- Modern, up-to-date academic programs
- Quality and practical relevance of curricula
- International orientation of the available programs
- Contacts with the business community
- High professional qualification of graduates
- Status of research and development activities
- Attractive continuing education opportunities

The accreditation was officially awarded in Brussels on June 11, 2007. Julio Urgel, Director of Quality Services at EFMD, presented the accreditation certificate to WU Rector Christoph Badelt and Vice Rector Barbara Sporn at the annual general meeting.

THE PEER REVIEW TEAM

Chris Greensted, EQUIS Director and Professor of Risk Analysis and Accounting Information Systems at the University of Strathclyde, UK

Hannelore Weck-Hannemann, President of the Austrian Accreditation Council and Professor of Political Economy at the University of Innsbruck

Christian Delporte, Rector of the Facultés Universitaires Catholiques de Mons, Belgium

Mario Vaupel, Head of ERGO Management Akademie, ERGO Versicherungsgruppe AG, Germany



The EQUIS peer review team with the WU Rector's Council, from left: Vice-Rector Eva Eberhartinger, Hannelore Wenck-Hannemann, Mario Vaupel, Vice-Rector Barbara Sporn, Rector Christoph Badelt, Chris Greensted, Christian Delporte, Vice-Rector Karl Sandner, Vice-Rector Horst Breitenstein (till Sept. 2007)

Highlights of 2007

EQUIS: International accreditation for WU

Among the best. The EQUIS accreditation is the highest international distinction WU has received in its history. The select group of 110 universities in 32 different countries includes top schools such as the HEC Paris, the Stockholm School of Economics, the Warwick Business School in Great Britain, the London Business School, Italy's Università Bocconi, the Copenhagen Business School, Helsinki School of Economics, the University of Sydney, Canada's Queen's University at Kingston, and the Tsinghua University in Beijing. Only three other universities in the German-speaking world have been awarded this prestigious distinction:

the Business School at the University of Mannheim, the WHU-Otto Beisheim School of Management in Germany, and the Swiss University of St. Gallen. With over 20,000 students, WU Wirtschaftsuniversität Wien is currently the largest EQUIS accredited university.

The EQUIS accreditation is in line with WU's constant efforts to improve quality, and represents a unique opportunity to build up long-term co-operations with even more internationally renowned universities and corporate partners.



The members of the WU International Board with the Rector's Council

Highlights of 2007

WU International Board

Decision-makers from leading international universities as well as European and American higher education experts assist the WU Rector's Council on the International Board, set up in 2007.

Learning from the best. The International Board is an advisory panel of 12 experts in university management and research evaluation, all decision-makers and/or scholars at leading business universities worldwide. It was initiated by the Rector's Council to allow WU to profit from the know-how of other universities, particularly international schools, when making strategic decisions, and to follow their positive examples.

Annual meetings. International Board members come to Vienna once a year to consult with the Rector's Council on issues like profile development, quality assurance in teaching and research as well as international branding at WU Wirtschaftsuniversität Wien. This pool of international knowledge is an invaluable resource for the WU management in planning the University's future.

At the meeting in 2007, the agenda included topics like plans for restructuring, internationalization, quality control and accreditation as well as improving WU's research profile.

THE MEMBERS OF WU INTERNATIONAL BOARD

Lars Bergman, President and Professor of Economics, Stockholm School of Economics

Iris Bohnet, Professor of Public Policy, Kennedy School of Government, Harvard University

Klaus Brockhoff, Former Rector and Professor of Business Policy, WHU – Otto Beisheim School of Management

David Dill, Professor of Public Policy, University of North Carolina at Chapel Hill

Jaroslava Durčáková, Former Rector and Professor of Economics, University of Economics, Prague

George Gau, Dean and Professor of Finance, McCombs School of Business, University of Texas at Austin

Eero Kasanen, Rector and Professor of Finance, Helsinki School of Economics

Alfred Kieser, Professor of Organizational Behavior, University of Mannheim

Sijbolt Noorda, President, Association of Universities in the Netherlands

Howard Thomas, Dean and Professor of Management, Warwick Business School

Hans Weiler, Former Rector, University of Frankfurt/Oder, Professor Emeritus of Education and Political Science, Stanford University

Sarah Worthington, Deputy Director and Professor of Law, London School of Economics and Political Science

Highlights of 2007

Competence Center for Central and Eastern Europe

Go east, WU: The Competence Center for Central and Eastern Europe opened its doors in 2007.

Central and Eastern Europe play a crucial role in WU's internationalization strategy. Since 1990, CEE studies have become a key element in teaching and research at WU. Activities include numerous international summer universities held in the CEE region, programs for CEE students, and research into Central and Eastern European topics.

Concentrated competence. This new organizational unit represents a further step towards strengthening WU's position in the field of CEE studies. The founding of this center was an important achievement for WU, one that was also included in the first Performance Agreement for 2007–2009 made by WU with the Austrian Federal Ministry of Science and Research (for more information, please turn to page 16).

The Academic Director of the Competence Center, Arnold Schuh, sees the facility as an information resource and coordination center for students, universities, and companies who turn to WU with questions about the CEE region. The Center will be working together with all WU departments, research institutes

and service facilities on relevant topics. Academic Head is Reinhard Moser, also Head of the Institute for International Business and Chair of the Department for Cross-Border Business.

Increased co-operation and services will make the Center a major contributor to WU's profile as a leading international education and research institution with regard to business and management in the CEE region. Goals for the future include improving coordination of the numerous CEE-related activities and competences already available at WU Wirtschaftsuniversität Wien, and strengthening and expanding the existing network of contacts in the region.

A variety of services. The Competence Center provides management and coordination services for WU students, staff and facilities as well as for people and organizations outside the University. Its duties include coordinating the WU's CEE teaching and research activities, establishing new business contacts, as well as intensifying relations with the universities in Central and Eastern Europe. Close cooperation with companies in the region and with institutions that support foreign trade will encourage more students to consider CEE studies or a career in the CEE region.

Highlights of 2007

A new home for WU

2007 was characterized by the ambitious “Building a New WU” project. Important steps have already been taken: the location has been chosen and a space allocation plan was drawn up.

Because the current WU Wirtschaftsuniversität Wien main building has been in need of major renovation for years, the decision to build a new campus in a different location was made in co-operation with the Ministry.

Choosing a location. After an assessment phase that took almost a whole year, the new location in Vienna’s second district was announced to the public on October 1, 2007. The decision was made unanimously by both the Rector’s Council and the University Board.

The site’s many advantages include its urban surroundings, its convenient proximity to the city center, excellent connections to the public transportation system and its location near the Prater park and recreation area.

Establishing a Sounding Board. In January 2007, a Sounding Board for the new WU project was established. The Board is headed by the Senate Chair Edeltraud Hanappi-Egger. The Board’s main responsibility is to ensure that all WU stakeholders affected by the planned construction are involved in the project.

Drawing up the specifications. The past year was marked not only by the search for an ideal location but also by the demands of drawing up a room allocation plan and function program. The international architecture competition, officially opened in December of 2007, was based on these plans. The competition will be concluded in the spring of 2008.

Visions of a new WU. The comprehensive catalog of specifications puts the visions of a future WU to paper: a place where the entire academic community – students, faculty and staff – can work productively. The catalog was drawn up by the Sounding Board and the project team in co-operation with external specialists. Spatial and technical specifications are included as well.

The next steps. According to the project schedule, the architecture competition will be concluded before the summer of 2008, and a lead architect will be commissioned. The next phase will be dedicated to planning and obtaining the necessary permits. Construction is scheduled to begin in early 2010, and after completion in 2012, the new WU Wirtschaftsuniversität Wien will open its doors for the academic year of 2012/13.

Highlights of 2007

Performance Agreement made with the Austrian Federal Ministry of Science and Research

In 2007, WU Wirtschaftsuniversität Wien concluded its first Performance Agreement for 2007–2009 with the Austrian Federal Ministry of Science and Research. This agreement allows for better long-term planning for important academic developments and for a more strategic implementation. The Performance Agreement is a key element of the new autonomy granted to Austrian universities under the Universities Act 2002.

Planning with the Performance Agreement. As compared to the previous procedure of negotiating a budget with the appropriate ministry each year, the Performance Agreement is advantageous for the University in a number of ways. For example, it means that the budget is fixed for three years instead of one, making long-term planning much easier. Because money not spent can now be carried forward to the next year, the University can be more flexible and goal-oriented in its spending.

Higher budget. The total budget for the period until 2009 negotiated in the Performance Agreement – a public law contract made between WU Wirtschaftsuniversität Wien and the Federal Ministry – is higher than in previous years, making it possible for WU to pursue some important goals, including:

versität Wien and the Federal Ministry – is higher than in previous years, making it possible for WU to pursue some important goals, including:

- New professorships
- Expansion of the specialization areas in Bachelor Programs
- New and better tutoring programs
- Further steps in the transition to the Bologna system
- Continuous improvement in the student-faculty ratio

The additional funding was also crucial for the establishment of the Competence Center for Central and Eastern Europe (see page 14), improving WU's profile in this key area.

Important personnel development activities will also be included in the next three years' budget, as well as selected improvements in teaching and research.

With this Performance Agreement, WU Wirtschaftsuniversität Wien has set itself the long-term goal of becoming a leading European business university.

THE BOLOGNA PROCESS

WU Wirtschaftsuniversität Wien was the first Austrian university to implement a complete transition to the three-cycle Bologna system of Bachelor, Master and PhD programs. The first programs were launched in the fall semester of 2006. In 2007, WU started the Master programs Business Education and Business Law.

The following degree programs are currently available at WU:

Bachelor programs:	Business, Economics and Social Sciences Business Law
Master programs:	Business Education Business Law
Doctoral programs:	Social and Economic Sciences Business Law
PhD program:	Finance

Additional Master and PhD programs are currently in development and will be introduced shortly.

Highlights of 2007

Achievements in research: Finance and Tax Coordination

The Department of Finance and Accounting. WU's finance competence is now concentrated in one new building. The area of finance and accounting is one of WU's major strengths, both in research and teaching. The Department of Finance and Accounting will further improve WU's international position in this field, and increased basic research will contribute to the Department's reputation. The streamlining of courses in the Bachelor program has helped maintain the quality of instruction and service while making graduates even more attractive on the job market.

Vienna Institute of Finance. In the fall of 2007, WU Wirtschaftsuniversität Wien and the University of Vienna collaborated to create the Vienna Institute of Finance, based on a grant of € 1.5 million from the

Vienna Science and Technology Fund (WWTF). This independent institute brings all Viennese research activities in the field of finance and risk management together under one roof. Institute Head Prof. Damir Filipovic and his team will be developing and applying mathematical methods to existing problems with the objective of strengthening the exchange of ideas between the fields of mathematics and business. The Institute's research agenda for the next few years can be broken down into three main areas:

- Optimizing capital and risk structures
- Affine processes and their application in financial mathematics
- Analysis of interest structure (with a focus on the development of appropriately dynamic models)

EXTENSION OF THE SPECIAL RESEARCH AREA "INTERNATIONAL TAX COORDINATION"

The Special Research Area International Tax Coordination was established at WU in 2004. The group's research concentrates on tax coordination within the EU. The co-operation of scholars from the fields of law, finance, economics, business, and economic history, all researching tax-related topics, makes it possible to critically examine existing tax coordination concepts from various perspectives.

The interdisciplinary Special Research Area was ex-

tended for a further three years after an international assessment conducted by the Austrian Science Fund (FWF). The funding for the next research period amounts to approximately € 1.75 million, putting WU in a leading position both in the field of research in tax law and economics. This leading role was confirmed by the independent international experts who contributed to the FWF assessment process. For more information on this Special Research Area, please see Chapter 2, Research.



Research

Successful research projects

WU is proud of its researchers and the important work they do. Here are a few of the many studies conducted or in progress in 2007, demonstrating the diversity of the scholarly work going on at WU Wirtschaftsuniversität Wien.

EU projects

WU was involved in a number of major EU projects in 2007:

EASY-ECO – Evaluation of Sustainability. Sustainable development means giving equal priority to social, environmental, and economic concerns. But how can we determine if these three objectives are being treated equally in policy decisions, programs, and projects? Real-life case studies from the field of sustainability evaluation are analyzed in the course of conferences and training sessions. The study, subsidized by the 6th EU Framework Program for Research and Technological Development (FP6), is scheduled to run until 2010. The project is being conducted in cooperation with a number of partners, including the Hungarian Central European University Business School, the Université Libre de Bruxelles in Belgium and Sweden's Lunds Universitet.

Knowledge Economy, Economic Transformations and ICT in the EU25+: Regional Dynamics in the Deployment Phase (EUICT). This study analyzes the effects of information and communication technology (ICT) on the economies of European regions. Examples from case studies are examined to determine the factors affecting the spread of ICT and the increase in efficiency achieved.

Corporate Social Responsibility (CSR) in Europe. In this project, sponsored by the EU Directorate-General for Employment, Social Affairs and Equal Opportunities, a closer look is taken at political CSR initiatives of the EU member states. In this projects political initiatives

such as Awareness Raising for CSR, CSR and Public Procurement, and Socially Responsible Investment (Corporate Social Responsibility and the role of capital markets, banks and funds) will be studied.

WORKCARE. Social Quality and the Changing Relationship between Work, Care and Welfare in Europe. This EU-sponsored project examines the relationship between paid work and unpaid care from a Pan-European perspective, including the situation in the new EU member states. The study will look at structural labor market conditions, demographic developments, welfare, and economic policies on the macro-level and individual cultural values with regard to work and care on the micro-level.

Many WU research projects are supported by grants from various well-known Austrian organizations, for example:

Austrian Science Fund (FWF)

Institutional Environments and Modern Professional Roles. Since November 2007, this project has been analyzing how employees view the service orientation of the human resource management of their companies. Aspects considered in the study include how employees define service orientation and which factors are considered to be particularly important for employee satisfaction with personnel management.

Arthur Seyss-Inquart. Biography of a Nazi. This study, planned to run until 2010, will document the personality development of Arthur Seyss-Inquart, a prominent member of the Nazi party, as well as his career in the National Socialist movement, the emergence of his political views, his position within the hierarchy of the Third Reich, and his self-perception.

Research

Successful research projects

Service Sector Liberalization in the EU and the WTO. This project analyzes international regulatory mechanisms for cross-border service industries. The EU Services Directive in the context of existing Community law and legal practice will be evaluated, as well as GATS regulations and the applicable laws.

Vienna Science and Technology Fund (WWTF)

Agglomeration Processes in Aging Societies. Geographically speaking, economic activity is not evenly distributed: Some regions are industrial in character, service providers are prevalent in others, and some areas are strictly residential. This project addresses the question of the role of an aging population in the geographical distribution of the economic activity.

The Vienna Anniversary Fund

Home Health Care of the Elderly and Work. In this study, the Research Institute for the Economics of Aging, which is supported in part by grants from the City of Vienna, will be examining factors contributing to the feasibility of combining home care of the elderly with work outside the home. The study commenced in June 2007.

OeNB Austrian Central Bank Anniversary Fund for the Promotion of Scientific Research and Teaching

Europe on its Way Towards Consolidated Corporate Taxation. In 2004, the European Commission launched the Common Consolidated Corporate Tax Base (CCCTB), a tax policy project intended to unify corporate taxation within the EU. The Institute for Austrian and International Tax Law is analyzing the effects of different corporate tax systems within the EU as well as the specific consequences for Austria as a business location.

Other WU Wirtschaftsuniversität Wien research sponsored by the OeNB Anniversary Fund in the past includes the 2006 projects:

- Measuring the Quality of Industrial Business Relationships
- The Role of Microcredit Systems in Social Change
- Sustainable Cross-Border Co-Operations – Opportunities and Risks for the ‘Vienna-Bratislava Region’ (NOVA)

The City of Vienna, Municipal Department 27 for EU Strategy and Economic Development

Aging Society. Aging in the City. This study takes a look at the needs and demands of Viennese citizens currently between the ages of 30 and 50, how they will change over the next few decades, and the challenges these changes will present for municipal administration.

Research

Reports from WU Research Institutes

The objectives of these mostly interdisciplinary, interdepartmental research units are to increase and improve research at WU and to strengthen contacts to the business community.

WU's Research Institutes reflect the diversity of scholarly work at Wirtschaftsuniversität Wien. The institutes are financed by third-party funding provided by public organizations or private companies.

WU RESEARCH INSTITUTES

WU Research Institute	Head
Economics of Aging	Ulrike Schneider
European Affairs	Stefan Griller
Gender and Diversity in Organizations	Edeltraud Hanappi-Egger
Co-operation and Co-operatives	Dietmar Rößl
CEE Legal Studies	Raimund Bollenberger
Nonprofit Organizations	Michael Meyer
Managing Sustainability	Robert-André Martinuzzi
Computational Methods	Kurt Hornik
Regulatory Economics	Heinrich Otruba Stefan Bogner
Supply Chain Management	Sebastian Kummer
Health Care Management and Economics	Johannes Steyrer August Österle
Spatial and Real Estate Economics	Gunther Maier
International Taxation (includes the Special Research Area International Tax Coordination)	Michael Lang Eva Eberhartinger Josef Schuch Christian Bellak

Research

Reports from WU Research Institutes

Research Institute for the Economics of Aging

The Research Institute for the Economics of Aging conducts fundamental research on the aging society. The competence and knowledge found in different WU departments number among the Institute's most valuable resources. Their work is also supported by intensive cooperation with other age research facilities in Austria and abroad.

Research areas

- Socio-economic issues related to the aging of society
- Social services in aging societies
- Older employees
- Economic analysis of family relationships
- "Productive aging"

Selected current projects

- Expenses involved in the home care of the elderly for family caregivers and their employers
- The socio-economic status of the elderly in European cities
- Poverty risk of the elderly in urban regions
- Productivity potential of the elderly as employees or volunteers

Research Institute for European Affairs

The objective of the Research Institute for European Affairs is to support and encourage European integration through interdisciplinary publications and by organizing interdisciplinary lectures, educational events, and research projects.

Research areas

- The development of the European Constitution
- Achievement of the Single European Market, including the service sector
- EU foreign relations and the EU in the context of the world trade regime
- Current affairs in the Economic and Monetary Union, EU expansion and intercultural management

Selected current projects

- EU direct investments in Latin America
- Multinational teams in international (public) organizations
- Service sector liberalization in the EU and the WTO
- Supply and demand of foreign currency loans in Central and Eastern Europe

Research Institute for Gender and Diversity in Organizations

The Research Institute is characterized by its interdisciplinary approach to gender and diversity issues, whether in the workplace, in organizations, or in society in general. The Institute studies the implementation of gender and diversity concepts and their relationship to societal change at political, social and economic levels, and is actively involved in the further development of gender and diversity theories.

Research areas

- Gender and diversity policies from an economic perspective
- Gender and diversity in the knowledge society
- Models of work-life balance and new ways of working and living
- Gender and diversity between business and everyday culture, and between business and information technology

Research

Reports from WU Research Institutes

Selected current projects

- Aging Society: Aging in the City – current trends and what they mean for strategic urban development
- IFAC: Information for a Choice – empowering young women through learning for technical professions and careers in science
- More than Money: The effects of microcredit systems on gender-specific social change in developing countries

Research Institute for Co-operation and Co-operatives

The Research Institute deals with topics like co-operation between companies, co-operatives as a form of co-operation, and co-operative management issues.

The group's fundamental research concentrates mainly on co-operational processes and inter-organizational issues between co-operative partners. The Research Institute's applied research is mostly in the field of developing management tools to solve the problems specific to co-operations and co-operatives, as well as to optimize available potential.

Research areas

- Management mechanisms in co-operations: efficiency and effectiveness of various types of coordination in co-operation management
- New co-operative areas: co-operative solutions for social problems
- Initiating co-operations and co-operatives: supporting co-operations and co-operative interaction between agriculture and trade to generate regional profits
- Management tools for co-operatives: developing tools for the management of relationships between members of co-operatives

Selected current projects

- Creating networks to support regional development
- Co-operation between businesses in the agricultural and trade sectors
- Coordinating networking processes in the tourism industry
- Development of a typology system for co-operatives

Research Institute for CEE Legal Studies

The Research Institute's main focus is on legal research and research on comparative legal studies, and on the documentation of the law in countries in transition. In addition to its independent research, it also participates in international projects and deals with issues concerning the legal situation of individual countries.

Research areas

- Corporate law
- Capital market law
- Contract law
- Banking law and collateral law
- Real estate law
- Comparative law

Selected current projects

- Austrian law school in Brno and Austrian law school in Bratislava
- CEE business law index
- Minority shareholder protection in the CEE region
- Entrepreneurship in Bulgaria

Research

Reports from WU Research Institutes

Research Institute for Nonprofit Organizations

This Research Institute conducts basic research in business administration, economics and social sciences. A good balance between commissioned third-party projects and independent research, close ties to the business community and participation in research networks ensure the high scientific quality of the team's work.

Research areas

- The third sector: a European comparison
- Employment and career opportunities in the non-profit sector
- Businessification of nonprofit organizations
- Civil participation – the role of civil society and citizens' participation in the context of cultural and political diversity

Selected current projects

- Managerialism in nonprofit organizations
- Financing in nonprofit organizations – an analysis of financing strategies
- NPOP – a panel study of Austrian non-profit organizations
- Service contracting in social services: prevalence, user structures and the effects of service contracts in the social service sector
- Assessment of supply and demand on the education market for social managers in Serbia and Rumania
- Home health care and illegally employed caregivers

Research Institute for Managing Sustainability

The Research Institute's mission is to support the principles of sustainable development for individuals, companies, and policy makers. The group's research is conducted in interdisciplinary and international projects and networks.

Research areas

- Corporate Social Responsibility (CSR)
- Governance for sustainable development
- Evaluating sustainable development

Selected current projects

- Corporate Social Responsibility in the CEE Region
- Further development of the German sustainability strategy
- Logic Models – development and pilot application of systemic organizational constellations, an intervention tool used in systemic consulting, for the management of consulting programs for sustainable business practices

Research Institute for Computational Methods

The Research Institute develops computational methods and studies their application in finance, information systems, and marketing.

Research areas

- Methods (including high performance computing, distributed systems)
- Finance
- Information systems (natural language processing, semantic web, business ecosystems)

Selected current projects

- Information diffusion across interactive online media
- Relation analysis and visualization for enterprise networks: a way to help users, researchers, and decision-makers analyze and track results in endogenous and exogenous information spaces that reflect real-world conditions
- Rating validation: a validation of the credit rating systems of Austrian banks (benchmarking), as well as the development and implementation of new rating system models
- Mathematics and credit risk: numerical analysis to measure counterparty credit risk on the balance energy market

Research Institute for Regulatory Economics

For its in-depth studies of regulatory economics issues, the Research Institute conducts third-party research, participates in high-profile international conferences, and publishes extensively. In addition, the group organizes an annual international workshop and the Wiener Forschungsseminar zu Regulierung, Energiemärkten und Infrastruktur, a research symposium on regulatory economics, energy markets and infrastructure.

Research areas

- Productivity analysis
- Regulation and quality
- Finance management
- Unbundling of network operators

Selected current projects

- Partner in the UNECOM project, concentrating on analyzing and measuring the effects of the vertical unbundling of major power companies. Topics include:
 - Productivity and efficiency analysis
 - Regulation and quality control
 - Regulation and finance management

Research

Reports from WU Research Institutes

Research Institute for Supply Chain Management

The Research Institute assesses integration potential in multi-site, inner-company logistics, and in multi-company supply, production, and distribution networks.

Research areas

- Analysis and design of global and particularly of CEE supply chains
- Market-driven supply chains
- (IT supported) supply chain control
- Supply chains in the service sector

Current project

- Mathematical modeling for integrated supply and demand management

Research Institute for Health Care Management and Economics

The establishment of this Research Institute is a sign of WU's increased commitment to this research area, and facilitates the implementation of independent research projects in the field of health care.

Research areas

- Health care management: health care facilities as social organizations – effects of management decisions on personnel, performance indicators and patient outcomes
- Health care economics: analysis of national and international health care systems and health care reforms from an economic and social policy perspective. A study of the relationships between the system level, the various groups and the methods of health care system research

Selected current projects

- Quality management in clinical processes
- Safety routines and safety checks: assessment of quality and willingness to learn
- Trust and cooperation: the effects of change and learning processes in 20 clinical departments at Viennese hospitals

Research Institute for Spatial and Real Estate Economics

The Research Institute was established in 2007 and analyzes the real estate economy and its development in Austria and the CEE region.

Research areas

- Real estate market values, particularly in light of factors such as environment and regional characteristics
- Organizational structure of the real estate market in various countries
- Real estate investment and the dynamics of the economy in urban and rural areas

Submitted project

- "Energy efficiency and real estate economics" as part of the program "Energie der Zukunft", an energy and technology research program funded by the Federal Ministry of Transport, Innovation and Technology

RESEARCH INSTITUTE FOR INTERNATIONAL TAXATION (INCLUDES THE SPECIAL RESEARCH AREA SFB INTERNATIONAL TAX COORDINATION)

In 2007, the Special Research Area, which is integrated into the Research Institute for International Taxation, concentrated mainly on the effects of international tax coordination on the budgets of EU member states, and on effects on businesses from the taxation perspective. The various disciplines of the Special Research Area publish extensively: The group has published 29 papers since its foundation in 2004, complemented by regular research seminars. Respected Austrian and international researchers have spoken as guest lecturers on numerous occasions, for example Christian Holzleitner from the European Commission, Efpraxia Dalakiouridou of the Institute for Industrial and Development Research in Thessaloniki, and Georg Kofler from New York University.

The Research Area's extension for another three years is further proof of its success. After an international review process by the Austrian Science Fund (FWF), research grants totaling approximately € 1.75 million have been provided for the renewed research period.

WU researchers Michael Lang, Josef Schuch and Claus Staringer, in co-operation with other Austrian and international experts, published a reference book entitled "Tax Treaty Law and European Commission Law".

The International Tax Coordination team organized a Competence Day on the topic of "Source versus Residence: The Allocation of Taxing Rights in Tax Treaty Law" on November 9 and 10, 2007. Over 125 tax law experts from more than 20 different countries took part in the event, contributing to discussions on current trends and developing the criteria for future treaties on double taxation.

Research areas

- Distribution of tax laws within the EU
- Harmonization of international income tax law
- Liberalization of trade and unemployment
- International taxation and business financing
- Taxation and succession in family businesses
- Tax coordination, economic performance and international policies in Europe
- Taxation of interest on the European capital market

Selected current projects

- Assignment of taxing rights within the EU
- Social security taxes and portability of social security claims – the fiscal and social costs of poor tax coordination
- Tax compliance costs of non-tax coordination



ECONOMICS of Sales

OLIVIA

ALEX

BERN

Academic Programs and Continuing Education

WU's Academic Programs

WU implemented the new Bologna structure consisting of Bachelor, Master, and PhD degree programs in the fall semester of 2006. After the introduction of the Bachelor programs in Business, Economics and Social Sciences and Business

Law in 2006 and the launch of the Master degree programs in Business Law and Business Education in the fall of 2007, WU Wirtschaftsuniversität Wien plans to continually increase the number of available degree programs.

WU'S PROGRAM PORTFOLIO

BACHELOR IN BUSINESS, ECONOMICS AND SOCIAL SCIENCES

6 semesters, 180 ECTS credits

- Major in Business Administration
- Major in International Business Administration
- Major in Economics and Socio-Economics
- Major in Information Systems

BACHELOR IN BUSINESS LAW

6 semesters, 180 ECTS credits

MASTER PROGRAMS

4 semesters, 120 ECTS credits;

Business Education: 5 semesters, 150 ECTS credits

Since fall semester 2007, in German:

- Business Education
- Business Law (with English tracks)

To be launched

in English:

- International Management/CEMS
- Finance and Accounting
(plus an advanced year in Accounting held in German)
- Supply Chain Management
- Business and Mathematics
- Economics
- Information Systems
- Entrepreneurship and Innovation

in German:

- Marketing
- General Management
- Socio-Economics
- International Business
(with English tracks)

PH.D. PROGRAMS

8 semesters, 240 ECTS credits

- Finance
- Further programs under development

DOCTORAL PROGRAMS

4 or 6 semesters

- Social and Economic Sciences (6 semesters, ECTS credits unspecified)
- Business Law (4 semesters, 120 ECTS credits)

ECTS: European Credit Transfer System

Academic Programs and Continuing Education

Bachelor and Master Programs

WU Wirtschaftsuniversität Wien introduced its first two Bachelor programs in the fall semester of 2006: the Bachelor Program in Business, Economics and Social Sciences and the Bachelor Program in Business Law.

The first year of both Bachelor programs is almost identical in content. This introductory phase is intended to help students get their bearings at the University and to impart knowledge and skills in business administration, economics, the social and legal sciences, mathematics and one foreign language.

Bachelor in Business, Economics and Social Sciences. After completing the introductory phase, students in this program can choose between four majors for their further studies: Business Administration, International Business Administration, Economics and Socio-Economics, or Information Systems. Each major offers its own areas of specialization. Many of these specializations were launched in the 2007 fall semester, as was the new Cross-Functional Management program, taught entirely in English (for more information, please see page 31)

The program concludes with the conferral of the academic degree Bachelor of Science (WU), abbreviated as BSc (WU).

Bachelor in Business Law. The second phase of this program concentrates on the legal sciences. The curriculum includes private law, Austrian and European public law, labor law, social law, and tax law.

Graduates are awarded the academic degree Bachelor of Laws (WU), abbreviated as LL.B. (WU).

WU's first two Master Programs were launched in the fall semester of 2007: Business Education and Business Law.

Master in Business Education. The main subjects in this five-semester degree program (150 ECTS credits) are economic didactics, education studies and business education. Numerous electives round out the curriculum. Students are also required to hold teaching internships and prepare a Master thesis.

With the academic title of Master of Science (WU), abbreviated as MSc (WU), graduates are not only qualified to teach business and economic subjects, but also for positions in many other fields, such as company training and further education, personnel development, or consulting professions.

Master in Business Law. The Master in Business Law is a graduate degree program based on the Bachelor program of the same name, making it the next step in WU's law study program. The four-semester program includes private law, Austrian and European public law, tax law, labor and social law, and criminal law.

After earning the required 120 ECTS credits, graduates are granted the academic degree Master of Laws (WU), abbreviated as LL.M. (WU). They have received a well-founded education in law and business administration and are qualified to enter any legal profession (e.g. as attorneys, notaries public or judges) or to take up many other professional careers, for example in the field of legal consultation.

Further Master programs, to be held both in German and in English, are currently in preparation and will be launched over the next few years.

Academic Programs and Continuing Education

Doctoral and PhD Programs

Doctoral Programs. WU's doctoral candidates conduct research in the fields of economic and social sciences or business law. In these programs, students learn the most important theories and paradigms of their chosen field, data sources, research methods and how to publish results.

Economic and Social Sciences. The curriculum for this three-year doctoral program includes research seminars, scientific theory and scientific writing. The program concludes with a comprehensive examination and a defense of the candidate's doctoral thesis.

Business Law. The two-year doctoral program consists of courses taken from the field of the candidate's dissertation, and additional courses in legal subjects like private and public law or tax law.

PhD in Finance. WU offers a four-year PhD program in Finance as part of the Vienna Graduate School of Finance (VGSF), founded in 2005 as a joint project of WU, the University of Vienna, and the Institute for Advanced Studies.

The VGSF PhD program in Finance consists of rigorous coursework and the writing of a PhD thesis. The curriculum includes the main topics in finance as well as the analytical methods required for research. In the second year, students can choose their area of specialization by selecting courses from a wide range of electives taught by international and local faculty. By attending these courses, students can acquaint themselves with the skills and knowledge required to work on their specific research questions.

CROSS-FUNCTIONAL MANAGEMENT

The Cross-Functional Management program was introduced for International Business Administration majors in the fall semester of 2008, representing a major enhancement of the Bachelor Program. It is taught entirely in English.

Preparations were completed in 2007 for a brand new program now available to International Business Administration majors and incoming exchange students: The elective Cross-Functional Management program, held exclusively in English. The program can be chosen in place of two specializations. Students of Cross-Functional Management must participate in four compulsory course blocks and choose one elective block.

Compulsory courses:

- International Financial Management
- International Marketing and Management
- International Human Resource Management and Organizational Behavior
- International Strategic Management

Elective courses:

- International Accounting

- International Business
- International Supply Chain Management
- International Tourism

Intercultural exchange. Half of the participants in the program are WU International Business Administration majors, and the other half are international exchange students. In working together, both the intercultural competence and the language skills of both sides are improved. The program increases the number of courses taught in English for incoming exchange students.

High standards. Admission requirements for this program are very demanding. Students must have excellent language skills, an outstanding academic record and have made rapid progress in their studies to date. The best applicants are chosen each semester depending on the number of places available, ensuring the highest educational standards. Cross-Functional Management was introduced as part of the Bachelor Program for the first time in the fall semester of 2007 and was very well-received, especially by international students.

Academic Programs and Continuing Education

WU Executive Academy



2007 was a very successful year for the WU Executive Academy. Three new specialization areas were introduced in the Professional MBA programs, and the number of participants in the MBA and LL.M. programs almost doubled as compared to the previous year.

Since 2005, the WU Executive Academy has offered a variety of further education programs, enriching many individual careers. The Academy has the enormous advantage of being able to draw on the academic experience and resources of Europe's largest business university, and provides executives and business people with valuable, practice-oriented training.

The Academy's programs

MBA and LL.M. programs. The WU Executive Academy offers three general management programs, one Professional MBA with ten specialization areas and a Master program in law. The programs are all structured differently, and contents and language of instruction vary according to the relevant target group.

University Training Courses. University Training Courses are intended primarily for people without an academic degree, who would like to obtain certain qualifications or improve on existing ones. After completion, participants receive an official WU certificate.

Company training programs. Company training programs and seminars are individually tailored to the needs of the company and the demands of the appropriate business sector. Available programs range from economic subjects to intrapersonal and interpersonal skills.

Seminars and conferences. The Academy's seminar program is divided into three competence areas:

- Functional competence (specialized updates and basic seminars for non-specialists)
- Social competence (interpersonal skills – communication and interaction)
- Personal competence (intrapersonal skills – self-coaching)

WU in-house training. WU faculty and staff have access to a broad spectrum of further education opportunities, which are coordinated by the WU Executive Academy in co-operation with the Personnel Development staff.

2007 IN FIGURES

MBA and LL.M. programs:	663 participants
University Training Courses:	572 participants
Company training:	109 program modules with a total of 206 seminar days and 1,569 participants
Seminar programs:	69 seminar days and two conferences, with a total of 638 participants
WU in-house training:	90 seminar days

Academic Programs and Continuing Education

WU Executive Academy

2007 highlights

Executive MBA Romania. The Academy's Executive MBA program was held again in Vienna and Romania. Because of the resounding success of the last year's program, OMV and Erste Bank, which after the acquisition of Petrom and BCR Bank number among the most important foreign investors in Romania, again generously sponsored the participation of 20 Romanian "High Potential Students" in the Executive MBA program.

International Conference on Knowledge Management. The WU Executive Academy was privileged to organize the 4th International Conference on Knowledge Management (ICKM) in 2007. Around 200 top researchers from 28 nations gathered in Vienna on August 28 and 29 to exchange information of great practical relevance for business and society. Lecturers included experts such as Leif Edvinsson, the European doyen in the field of knowledge management, and the Austrian IT pioneer Hermann Maurer from the Graz University of Technology.

Three new specialization areas for the Professional MBA. Seven specialization areas were previously available in the Professional MBA program. Three additional areas were included in the program in 2007:

Accounting & Taxation: The program is intended primarily for accountants and tax experts and provides advanced instruction in the fields of international tax planning, accounting, auditing and corporate governance.

Project & Process Management: This part-time program, held in English, concentrates on the strategies, structures and cultures of process-oriented and project-oriented companies, the management of these businesses and on project organization design.

Tourism Management: Subjects covered include Tourism and Leisure Systems, International Strategies and Policies, Innovation and Knowledge Management, Destination Management und e-Tourism. The program is held in co-operation with MODUL University Vienna and is taught in English.



Mobility and International Affairs

WU goes international

As an internationally-oriented university, Wirtschaftsuniversität Wien offers its students a wide variety of opportunities to gain international experience during their studies.

Increasing mobility. Currently, around 700 WU students take advantage of mobility programs each year, either to spend a semester abroad as an exchange student or to participate in programs like CEMS or JOSZEF in other countries. Another 150 gather international experience through internships or summer universities abroad. The mobility of the faculty, which is also supported by special programs, contributes to the international character of WU's degree programs.

The number of partner universities and exchange students has been steadily increasing for years. About half of all WU students now have some form of international experience by the time they graduate, and in the International Business Administration program, almost 100% have spent part of their studies abroad. These developments show the importance of internationalization at WU and add an intercultural aspect to WU life.

International campus. Around 1,000 foreign students came to WU Wirtschaftsuniversität Wien as degree or exchange students or as participants in a summer university in the academic year 2006/07. Most of these international students came from North America (USA, Canada), France, Spain, the Netherlands, Poland, or the Czech Republic, and most of the Asian students came from China.

WU offers a two-week orientation and cultural program to incoming students at the beginning of their stay to introduce them to WU and the cultural, political and social life in Vienna and Austria, and to help them become acclimated to their new surroundings. Approximately 350 students participated in the program last year.

Courses in English. Roughly 60 percent of WU's exchange students choose to attend courses held in English. Around 100 classes in English are available for incoming exchange students each semester.

Over 200 partnerships. Almost 700 WU students spent a semester at one of WU's over 200 partner universities in the academic year 2006/07. Two-thirds of the outgoing exchange students were enrolled in the International Business Administration program. The most popular choices were France, Spain and the Netherlands, followed by North and South America. About 70 academic advisers handle relations with partner universities and select the WU students to participate in the exchange programs.

Mobility and International Affairs

WU goes international

Grant Programs

Erasmus. The Erasmus program is a European mobility program for students and teachers in higher education and provides grants to subsidize stays abroad, intensive language courses, and international internships.

WU Wirtschaftsuniversität Wien offers intensive German courses for incoming Erasmus students before the beginning of each semester. About 400 students took advantage of these courses last year.

WU teaching staff can also apply for grants for a teaching sabbatical at one of the over 100 Erasmus partner institutions. Teaching sabbaticals involve a teaching load of at least five hours per week and last up to six weeks. 20 members of the WU faculty participated in this program in the 2006/07 academic year.

The Joint Study scholarship program. In the interest of fulfilling its ambitious internationalization goals, WU Wirtschaftsuniversität Wien wants to offer financial support for exchange studies to as many qualified students as possible. Joint Study (primary target region: overseas) is a further major grant program for international exchange. Any WU student nominated for an exchange semester or year at a partner university in Africa, America, Asia, Australia, New Zealand, Russia, Ukraine, Serbia or Croatia can apply for a Joint Study grant, consisting of monthly financial aid and a one-time payment to assist with travel expenses. Almost 300 Joint Study scholarships were granted in the last academic year.

PROMOBILIS. The Professional Mobility for Business Students (PROMOBILIS) program provides students

with financial aid for international internships. Qualified students from all degree programs can apply, but the program is primarily intended for students whose degree program includes a compulsory internship. Since the project was launched in 2006, 25 students have received grants for internships abroad.

CEEPUS. The Central European Exchange Program for University Studies (CEEPUS) is a mobility program that supports the exchange of students, junior faculty and professors in Central and Eastern Europe. WU is currently active in two CEEPUS networks: as coordinator for the AMADEUS network of eleven partner universities, one of the largest CEEPUS networks, and as a partner in the REDENE network, coordinated by the Karol Adamiński University of Economics in Katowice, Poland.

NEURUS. The Network of European and US Regional and Urban Studies (NEURUS) is an exchange program focusing on student research. Master theses and dissertations are supervised by professors of the appropriate subject at foreign universities. A further objective of the program is to encourage networking among students and scholars of the various disciplines. The program has been giving students the opportunity to work on their thesis at renowned international universities for over nine years now.

WU's NEURUS partners are the University of North Carolina at Chapel Hill, the University of Illinois at Urbana-Champaign, the University of California, Irvine, the Humboldt University in Berlin, and the University of Groningen.

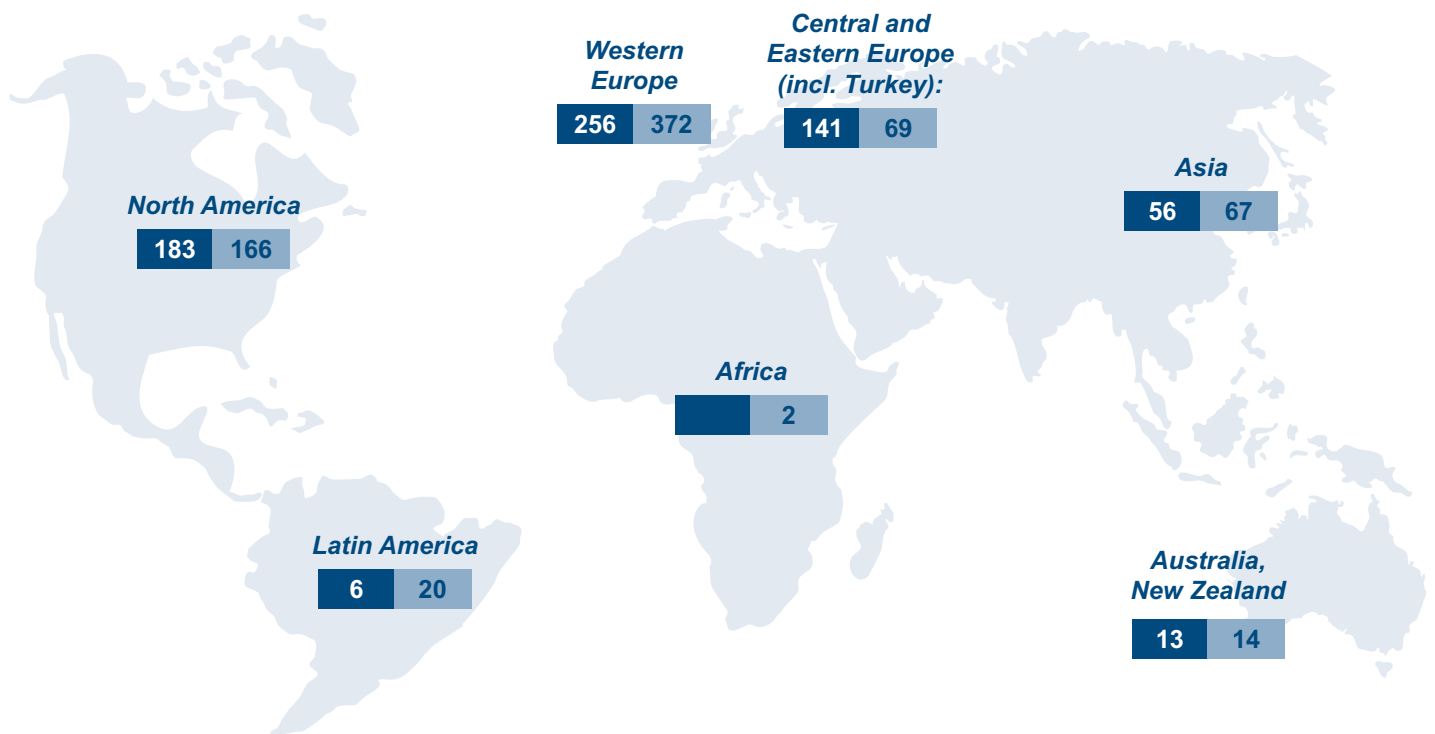
Mobility and International Affairs

WU goes international

PARTNER UNIVERSITIES AND STUDENT EXCHANGE, ACADEMIC YEAR 06/07

In the academic year of 2006/07, around 700 students spent one or two exchange semesters at one of WU's many partner universities, and approximately 1,000 international students came to WU Wirtschaftsuniver-

sität Wien either as degree or exchange students or as participants in a summer university program. The number of partner universities is constantly increasing; currently WU has about 200 partner institutions.



■ Incoming students coming to WU from a partner university as part of an exchange program (655)

■ Outgoing students studying at a WU partner university abroad as part of an exchange program (710)

Mobility and International Affairs

WU goes international

WU PARTNER UNIVERSITIES AND STUDENT MOBILITY (AS PER DECEMBER, 2007)

ASIA

Hong Kong University of Science and Technology	China
Tsinghua University	China
Jiangxi University of Finance and Economics	China
Beijing University – School of Economics	China
University of Hong Kong – School of Business	China
Tongji University	China
Fudan University	China
National Chengchi University	China/Taiwan
Indian Institute of Management Bangalore	India
Management Development Institute	India
Indian Institute of Management Ahmedabad	India
Gadjah Mada University	Indonesia
Tel Aviv University – The Leon Recanati Graduate School of Business Administration	Israel
Keio University	Japan
Kobe University	Japan
Otaru University of Commerce	Japan
University of Tsukuba	Japan
Yonsei University	Korea
Korea University Business School	Korea
Seoul National University – Graduate School of Business	Korea
Asian Institute of Management Manila	Philippines
Nanyang Technological University	Singapore
National University of Singapore (NUS Business School)	Singapore
Singapore Management University	Singapore
Chulalongkorn University	Thailand
Thammasat University	Thailand

AUSTRALIA/NEW ZEALAND

University of Melbourne – Melbourne Business School	Australia
University of Southern Australia – School of International Business	Australia
University of Technology Sydney	Australia
University of Western Australia, Perth	Australia
University of Sydney (CEMS)	Australia
University of Otago	New Zealand

LATIN AMERICA

Universidad Torcuato di Tella	Argentina
FGV São Paulo Fundação Getulio Vargas	Brazil
Universidad Gabriela Mistral Santiago de Chile	Chile
ITA Mexico Instituto Tecnológico Autónomo	Mexico
Universidad del Pacífico	Peru
Instituto de Estudios Superiores de Administración (IESA)	Venezuela

CENTRAL AND EASTERN EUROPE

University "Luigj Gurakuqi" Shkodra	Albania
University of National and World Economy Sofia	Bulgaria
University of Zagreb	Croatia
The University of Economics, Prague	Czech Republic
Masaryk University, Brno	Czech Republic
Estonian Business School	Estonia
Corvinus University of Budapest	Hungary
University of Priština	Kosovo
ISM University of Management and Economics	Lithuania
Podgorica University	Montenegro
University of Economics in Katowice	Poland

Universities in bold type are new partner universities

Mobility and International Affairs

WU goes international

Cracow University of Economics	Poland	Case Western Reserve University – Weatherhead School of Management	USA
Warsaw School of Economics	Poland	University of Arizona – Eller College of Management	USA
Poznan University of Economics	Poland	Emory University – Goizueta Business School (undergraduate)	USA
Academia de Studii Economice Bucuresti	Romania	Indiana University – Kelley Business School	USA
Babes-Bolyai University, Cluj-Napoca	Romania	Michigan State University – Eli Broad Graduate School of Management	USA
Moscow State University, M.V. Lomonosov	Russia	North Carolina State University	USA
Plekhanov Russian Academy of Economics, Moscow	Russia	Oregon State University	USA
St. Petersburg State University	Russia	Texas A & M University – Mays MBA Program and Undergraduate	USA
University of Belgrade	Serbia	Tulane University – A. B. Freeman School	USA
University of Economics in Bratislava	Slovakia	University of California at Irvine – Graduate School of Management	USA
Matej Bel University, Banská Bystrica	Slovakia	University of Illinois at Chicago	USA
University of Ljubljana	Slovenia	University of Illinois at Urbana Champaign – College of Business Administration	USA
University of Maribor	Slovenia	University of Illinois at Urbana Champaign – College of Liberal Arts and Sciences	USA
University of Primorska, Faculty of Management Koper	Slovenia	University of Iowa – College of Business Administration	USA
Bilkent University	Turkey	University of Kentucky – College of Business & Economics	USA
Sabanci University	Turkey	University of Maryland	USA
National Economic University Kiev	Ukraine	University of Minnesota – Carlson School of Management	USA
NORTH AMERICA		University of Nebraska at Omaha	USA
HEC Montréal	Canada	University of North Carolina at Chapel Hill – Keenan Flagler School	USA
McGill University – Faculty of Management	Canada	University of Richmond – The E. Claiborne Robins School of Business	USA
University of Alberta	Canada	University of South Carolina – Darla Moore School of Business	USA
University of British Columbia, Vancouver	Canada	University of South Carolina, MBA	USA
University of Calgary	Canada		
University of Western Ontario – Richard Ivey School of Business	Canada		
Simon Fraser University	Canada		
York University – Schulich School of Business	Canada		
Queen's University, School of Business	Canada		
Babson College	USA		
Bentley College	USA		
Baruch College	USA		

Mobility and International Affairs

WU goes international

University of Texas at Austin	USA	University of Southern Denmark	Denmark
University of Vermont – School of Business Administration	USA	Helsinki School of Economics & Business Administration	Finland
University of Wisconsin at Madison – School of Business	USA	Swedish School of Economics and Business Administration (Hanken)	Finland
Vanderbilt University – Owen Graduate School of Management	USA	Turku School of Economics and Business Administration	Finland
Wake Forest University – Babcock Graduate School	USA	HEC Paris (CEMS)	France
University of Miami in Florida	USA	Grenoble École de Management	France
Good Governance Program	USA	Bordeaux École de Management	France
University of Missouri St. Louis	USA	ESC École Supérieure de Commerce de Lyon	France
Miami University in Ohio	USA	ESSCA Angers École Supérieure des Sciences Commerciales d'Angers	France
University of Michigan – Ann Arbor	USA	ESSEC EPSCI – Undergraduate	France
Temple University – Fox School of Business	USA	ESSEC Business School – MBA	France
Temple University – The School of Tourism and Hospitality Management	USA	IECS Strasbourg – Université Robert Schuman	France
University of Chicago – Graduate School of Business	USA	Sup de Co Montpellier	France
New York University	USA	Université Louis Pasteur Strasbourg	France
University of Tulsa	USA	Université Paris IX Dauphine	France
Harvard University	USA	Université Paris XII Val de Marne	France
Syracuse University	USA	Universität zu Köln (CEMS)	Germany
University of California, Berkeley	USA	Humboldt-Universität zu Berlin	Germany
Wake Forest University – Wayne Calloway School	USA	TU Berlin	Germany
		Leibniz Universität Hannover	Germany
		Universität Mannheim	Germany
		Johann Wolfgang Goethe Universität Frankfurt	Germany
		TU Dresden	Germany
		London School of Economics and Political Science (CEMS)	Great Britain
		Aston Business School	Great Britain
		Kingston University	Great Britain
		Lancaster University	Great Britain
		Sheffield Hallam University	Great Britain
		Nottingham Trent University	Great Britain
		University of Manchester – Manchester Business School	Great Britain
		University of Edinburgh	Great Britain
AFRICA			
University of the Witwatersrand	South Africa		
WESTERN EUROPE			
Université catholique de Louvain (CEMS)	Belgium		
ICHEC – Institut Catholique des Hautes Etudes Commerciales	Belgium		
Katholieke Universiteit Leuven	Belgium		
Universiteit Antwerpen	Belgium		
Aarhus Business School	Denmark		
Copenhagen Business School	Denmark		

Mobility and International Affairs

WU goes international

University of Greenwich	Great Britain	ESADE Barcelona (CEMS)	Spain
University of Southampton – School of Management	Great Britain	Universidad Autònoma de Barcelona	Spain
University of Sussex	Great Britain	Universidad Autònoma de Madrid	Spain
University of Warwick – Warwick Business School	Great Britain	Universidad Carlos III	Spain
Athens University of Economics and Business Administration	Greece	Universidad Complutense de Madrid	Spain
University of Iceland – University of Akureyri	Iceland	Universidad de Cádiz	Spain
University College Dublin	Ireland	Universidad de Granada	Spain
University College Cork	Ireland	Universidad de Navarra	Spain
Università Commerciale Luigi Bocconi (CEMS)	Italy	Universidad de Salamanca	Spain
Università degli Studi di Napoli „Parthenope“	Italy	Universidad de Sevilla	Spain
LUISS Guido Carli Libera Università Internazionale degli Studi Sociali	Italy	Universidad Pontificia Comillas	Spain
Università degli Studi di Cagliari	Italy	Universitat de Valencia	Spain
Università degli Studi di Trieste	Italy	Stockholm School of Economics (CEMS)	Sweden
Università degli Studi di Roma „La Sapienza“	Italy	Göteborg University	Sweden
Università degli studi di Salerno	Italy	Halmstad University	Sweden
Erasmus Universiteit Rotterdam – RSM	Netherlands	Lunds Universitet – School of Economics & Management	Sweden
Tilburg University	Netherlands	Uppsala University	Sweden
Universiteit Maastricht	Netherlands	Växjö University	Sweden
Universiteit Utrecht – Utrecht School of Economics	Netherlands	Jönköping University	Sweden
University of Groningen – Faculty of Management and Organization	Netherlands	Wirtschaftsuniversität St. Gallen	Switzerland
Vrije Universiteit Amsterdam	Netherlands	HEC Lausanne	Switzerland
Universiteit Leiden	Netherlands	Universität Zürich	Switzerland
Norges Handelshoyskole Bergen	Norway		
Norwegian School of Management	Norway		
ISCTE Instituto Superior de Ciências do Trabalho e da Empresa	Portugal		
Universidade Nova de Lisboa	Portugal		
Universidade Católica Portuguesa	Portugal		

Universities in bold type are new partner universities

Mobility and International Affairs

WU's international networks



The CEMS program is offered by a network of 17 universities in cooperation with over 50 corporate partners. WU has been a member of this network since 1990. Its local corporate partners include the OeNB Austrian Central Bank, OMV, and Tele2. The year 2007 saw an even stronger CEMS at WU under Academic Director Björn Ambos.

An active community. CEMS (Community of European Management Schools and International Companies) is WU's most important international alliance. Activities include the renowned CEMS MIM program, co-operative research initiatives, events, symposia, journals such as the European Business Forum and planned PhD courses.

A prestigious degree. The CEMS Master in International Management (CEMS MIM) is the cornerstone of the

CEMS program. Approximately 65 WU students have the privilege of participating in this graduate program each year. CEMS MIM is a degree that students can earn in addition to their regular degree. This Master program has an excellent reputation throughout Europe and graduates are very much in demand, particularly by international companies.

A high ranking. The respected Financial Times Ranking again placed the CEMS MIM at number 2 in the category "Pre-Experience Masters in Management 2007". Participants in the program gain international experience at one of the CEMS partner universities, attend skills seminars (for example in communication, teamwork or presentation techniques), and complete an international internship. As one of 17 partner universities, WU plays an active role in the development of this successful program.

CEMS MEMBER UNIVERSITIES

Copenhagen Business School	Denmark
Corvinus University of Budapest	Hungary
ESADE	Spain
HEC Paris	France
Helsinki School of Economics	Finland
IAG-Louvain School of Management, UCL	Belgium
London School of Economics	United Kingdom
RSM Erasmus University	Netherlands
Stockholm School of Economics	Sweden
The Norwegian School of Economics and Business Administration	Norway
UCD Michael Smurfit Graduate Business School	Ireland
Università Commerciale L. Bocconi	Italy
Universität St.Gallen	Switzerland
University of Cologne	Germany
University of Economics, Prague	Czech Republic
Warsaw School of Economics (SGH)	Poland

Mobility and International Affairs

WU's international networks

CEMS initiatives at WU

- Intensive promotion of the CEMS program: The first CEMS Day was held at WU in January 2007 and was very well received. Students had the opportunity to see for themselves the strengths and benefits of the CEMS program and get an overview of the program's structure.
- Increased co-operation with the CEMS Student Club: CEMS has a very strong student network, and the WU CEMS Student Club is one of the most active organizations of its kind in Europe. The CEMS team at WU focused on increasing cooperation with the Student Club in 2007.
- Further intensified contacts with CEMS Corporate Partners: In the reporting year, WU's Austrian CEMS corporate partners, especially OeNB Austrian Central Bank, OMV, and Tele2, were involved for the first time in the selection process of CEMS students. The Corporate Partners are also actively involved in numerous events, thus helping to strengthen CEMS at WU even further.
- Streamlined course registration: Since the fall semester of 2007, CEMS students can now register for courses using the WU online course and exam registration system LPIS.
- New CEMS social events: The first "Closing Event" took place in the spring semester of 2007, and a "Welcome Event" for new CEMS students was organized for the following fall.
- CEMS Rotation Dinner: This important CEMS event was held for the first time at WU in November, 2007. Students were given the opportunity to meet and talk with the CEMS team and representatives of Austrian branches of international CEMS corporate partners. Representatives of Bank Austria Creditanstalt (UniCredit), KPMG, A.T. Kearney, OMV, and the OeNB Austrian Central Bank attended the event to make contact with potential future employees, and students had the chance to get to know their potential future employers.



CEMS MIM graduates with WU CEMS Corporate Relations Coordinator Isabella Nesterski, Vice-Rector Barbara Sporn, Björn Ambos, CEMS Academic Director and WU CEMS Coordinator Susanne Krieber at the CEMS graduation ceremony in Milan, Italy, on December 1, 2007 (from left).

Mobility and International Affairs

WU's international networks



PIM (Partnership in International Management) is a network of internationally respected economics universities and business schools, recognized as having a leading role in their regions. WU Wirtschaftsuniversität Wien is the only Austrian university to belong to PIM.

Student exchange. PIM supports student exchanges, research co-operations and the establishment of common activities such as degree programs. WU Wirtschaftsuniversität Wien has been active in this network for years, and many of the 54 PIM-affiliated universities are also WU partner universities, for example:

- Stockholm School of Economics
- ESADE Business School in Madrid
- Rotterdam's RSM Erasmus University
- Università Commerciale Luigi Bocconi in Milan
- Hong Kong University of Science & Technology Business School
- New York University, Leonard N. Stern School of Business

- University of Chicago
- University of Witwatersrand, Wits Business School, South Africa
- Indian Institute of Management Ahmedabad
- Tsinghua University in Beijing

New members. In the reporting year, the School of Management of the Fudan University (Shanghai) was accepted as a new member, and the St. Petersburg State University was included as a candidate member (candidate members may join the network the following year after a comprehensive evaluation). Both institutions are already WU partner universities.

Annual Meeting. The members of the PIM network meet at a conference once a year at one of the partner universities. Topics include new university strategies and decisions on new PIM members. The 2007 PIM Meeting took place in Johannesburg, South Africa, from October 24 to 26. At this conference, Bertrand Guillotin, Head of the International Center at Duke University (FUQUA School of Business, North Carolina), was elected as the new PIM Chair.



PIM Annual Meeting, Johannesburg, October 2007

Mobility and International Affairs

WU's international networks

SHORT PROGRAMS

Short Programs are practice-oriented courses held by WU partner universities. Students attend seminars, visit companies, and take part in tourist activities. The program helps students improve their knowledge of the region and strengthens the contact between the partner universities.

**Management Development Institute (MDI),
Gurgaon, Indien**

Vienna, May 9–11, 2007 October 1–3, 2007

Participants: 27 executives

Company visits

and field trips: OPEC, Freudenu power plant,
waste incineration facility Spittelau,
Simmering power plant

Lecture topics: Strategic Management and
Management Control, Background
Information on the Viennese Waste
Management Concept, Economic
and Environmental Aspects of
Wind Power Plants, Biomass for
Biofuel

Miami University, Oxford, Ohio, USA

Vienna, May 15–23, 2007

Participants: 22 students, 2 professors

Tours and

lectures: Schönbrunn Palace, Erste Bank

WU faculty

lecture: Cross-Cultural Management

Bentley College, Waltham, Massachusetts, USA

Vienna, May 18, 2007

Participants: 17 students, 1 professor

Company visits: A.T. Kearney, Erste Bank

Lecture topic: Business Environment in Central
and Eastern Europe

**Carlson School of Management, University of
Minnesota, Minneapolis, Minnesota, USA**

Warsaw, May 28–June 5, 2007

Participants: 21 students, 1 professor

Topic: Doing business in Central and
Eastern Europe, with field trips and
company visits in Warsaw

INTERNATIONAL SUMMER UNIVERSITIES

International Summer Universities give WU students the opportunity to attend courses at a foreign university and international students the chance to come to WU for a few weeks during the summer: international students can get to know Austria and WU Wirtschaftsuniversität Wien, while WU students gain important insights into international markets. Summer universities are organized in co-operation with WU partner universities.

Demand for International Summer Universities continued to be high in the reporting year. Close to 450 international students and 137 WU students took advantage of the numerous activities available, which included excellent programs in Central, Eastern and Southern Europe and Asia.

The International WU Summer University, founded in 1990, offers a diverse selection of undergraduate level courses in German and English and a program for graduate students held in English. Participants come from many different countries, including Central and Eastern European countries like Ukraine and Romania, the US, China, Singapore, and Thailand. About 4,000 students have participated in the program to date.

18th International Summer University^{WU}

Vienna, July 9 –26 and July 30 – August 18, 2007

Participants: 255

Program: International Finance, International Marketing, Strategic Management, Cross-Cultural Management, etc.

- Bachelor-level courses held in German and English
- Two MBA-level programs

Erste Bank Summer University Danubia

Bucharest, Belgrade, Zagreb, Budapest, Prague and Vienna, July 1–27, 2007

Partners: University of Zagreb, Faculty of Economics and Business; University of Belgrade, Faculty of Economics; Corvinus University of Budapest; University of Economics, Bratislava; University of Economics, Prague; Academy of Economic Studies, Bucharest; Erste Bank Group

Participants: 56

Program (in English): Financial Services, Human Resource Management

International Summer University Kiev

Kiev, Ukraine, July 2–20, 2007

Partner: Kiev National University of Economics (KNEU)

Participants: 39

Program (in German): Transport and Logistics Management, language courses

International Summer University Alpen-Adria

Trogir, Croatia, August 20–September 7, 2007

Partners: University of Ljubljana, Faculty of Economics; University of Sarajevo, School for Economics and Business; University of Opatija, Faculty of Tourism and Hospitality Management; University of Belgrade, Faculty of Economics; University of Zagreb, Graduate School of Economics and Business

Participants: 36

Program (in English): Entrepreneurship, Creativity and Business Planning, language courses

Mobility and International Affairs

WU's international networks

INTERNATIONAL SUMMER UNIVERSITIES

International Summer University Southeastern Europe

Budva, Montenegro, August 20–September 7, 2007
Partners: Partner universities in Albania, Bosnia and Herzegovina, Kosovo, and Montenegro
Participants: 48
Program (in English): European Integration

International Summer University Constanta

Constanta, Romania, August 27–September 14, 2007
Partners: Academia de Studii Economice din Bucuresti (ASE); Universitatea Ovidius Constanta; University of National and World Economy, Sofia
Participants: 44
Program (in English): International Economics

International Summer University Thailand

Phuket, Thailand, April 2–20, 2007
Partner: Prince of Songkla University, Phuket
Participants: 27
Program (in English): International Marketing and Tourism

International Summer University Vietnam

Hanoi, Vietnam, July 23–August 10, 2007
Partners: Hanoi University of Technology, National Economics University, Hanoi
Participants: 35
Program (in English): International Tourism and Marketing, Training Strategic Marketing with StratSim

International Summer University Indonesia

Yogyakarta, Indonesia, July 30–August 17, 2007
Partner: Gadjah Mada University, Yogyakarta
Participants: 34
Program (in English): International Human Resource Management and Organizational Behavior



External Relations

Marketing and public relations

WU is working hard to establish itself even more firmly as one of Europe's leading business universities.

WU's stated goal is to become one of the top five business universities in the German-speaking world, and one of the top 15 in all of Europe. Steps towards reaching this ambitious goal include the new degree program structure (Bachelor, Master, PhD and doctoral programs), a larger selection of programs held in English, and an increase in the number of international professors teaching and researching at WU.

Marketing activities in 2007. The EQUIS accreditation has brought WU a great deal closer to its goal of becoming one of Europe's top universities. As Austria's first internationally accredited university, WU now has a clear edge over the competition, and most of the marketing activities in 2007, like the EQUIS party or the publication of an EQUIS information brochure, were aimed at making target groups aware of the accreditation and what it means.

PR. Over 60 press releases on current affairs at WU were sent out to media representatives in 2007. The press was kept informed about subjects like recent survey results, rankings, awards received by WU, and development of academic policies.

Publications. WU's publications keep target groups up-to-date on important topics, projects and events. The list includes publications for:

- Local and international business partners, Austrian and foreign universities and the interested public: The **WU Annual Report** and numerous information brochures keep members of these interest groups informed on activities in research, teaching and management.
- Four times a year, the **WU Magazine** reports on current developments. Periodically distributed as a supplement to a popular Austrian daily newspaper,

its high circulation ensures that it reaches a large and diverse readership.

- **New and current students:** General information brochures keep students informed on all aspects of their studies at WU. The study guide *"move!"*, for example, includes helpful information on all phases of the degree programs and contains interesting articles on topics such as scientific writing, studying tips and academic organizations. Detailed brochures on the Bachelor and Master programs at WU Wirtschaftsuniversität Wien are also available.
- **WU faculty and staff:** The "wu-memo" provides employees with current information about what's going on at WU Wirtschaftsuniversität Wien. The electronic Research Newsletter reports on current and completed research projects and news from WU's Research Institutes.

Events. Numerous events and fairs kept WU in close contact with its stakeholders over the past year.

- **Faculty and staff.** WU faculty and staff were recognized and honored at various events for their performance in research, teaching, and administration.
- **Potential students.** Young people can take advantage of academic fairs and the WU Open House to learn about WU's degree programs – for many, this is also their first opportunity to experience university "from the inside".
- **Friends and supporters.** Public lectures like the WU Talks and an annual gala dinner are an attractive way for WU's partners to stay in touch and exchange ideas.
- **Science meets business.** Numerous conferences and conventions are held at WU each year, ensuring an active spirit of exchange between WU

External Relations

Marketing and public relations

scholars and the Austrian and international business community.

WU's Competence Day 2007, for example, was held by the Department for Foreign Language Business Communication, which presented its scientific profile under the title of "Focus on Foreign Languages: International Communication as the Key to Business Success".

2007 was a successful year for fundraising.

Support for high-potential students. WU Top League and WU Center of Excellence were established to encourage and support WU's most gifted students. The programs are for students in every phase of their studies, offering additional further education opportunities and facilitating initial contact with the business world. The program is financed in part by corporate sponsors. In 2007, Top League sponsors included Porr Construction, the tax consultancy and financial advisory company Deloitte, the Austrian railway ÖBB and automotive retailer Mercedes-Benz Wiesenthal.

Working together with the business community.

WU sees its strong ties to partners in the business world as one of the most important factors in providing a quality education to its students. For example, Raiffeisen Zentralbank (RZB) has sponsored the multimedia language lab at WU for over four years. Partnerships with Siemens, Casinos Austria, and the Austrian Lotteries have provided valuable support for the further development of Learn@WU, the WU e-learning platform.

The WU Mobility Ticket. In April 2007, WU launched a new fundraising initiative, the WU Mobility Ticket. The initiative concentrated on internationalization and student mobility, and its goal was to raise money for more student exchange and Joint Study scholarships.

External Relations

WU Alumni Club: A life-long friendship

2007 was a very active year for the WU Alumni Club: the program included panel discussions, lectures, and further education opportunities, as well as athletic and cultural events.

The WU Alumni Club, the largest and most active organization of its kind in the German-speaking world, now has about 4,300 members. One of the Club's main objectives is to build up a world-wide network of WU alumni.

The right Club. WU Talks, a series of research lectures by WU professors, the (victorious) participation of the Alumni Sailing Team in the Alumni Business Cup 2007 and the Alumni Club's annual reunion with over 1,000 WU graduates are just a few of last year's highlights. Over 70 events were organized world-wide, including high-quality professional education programs as well as athletic, cultural and social events, ideal for informal networking.

The WU Alumni News is published five times a year and keeps WU graduates up-to-date on WU and alumni-related news. This newspaper is sent out to over 32,000 WU graduates.

WU Talks. The lecture series WU Talks provides alumni with inside information on current WU research. WU professors discuss current results and recent developments in various disciplines with alumni.

WU Talks Business. A further lecture series, WU Talks Business, was launched in 2007: Top executives talking about the most current topics in today's business world. The series was kicked off in the fall of 2007 with a talk by Karlheinz Muhr, New York-based investment banker and Managing Director of Credit Suisse Volaris.

A world-wide network. WU Alumni meetings have been held in Berlin, Brussels, Chicago, Düsseldorf, Frankfurt, Graz, Hamburg, Hong Kong, Istanbul, Cologne, London, Munich, New York, Paris, Salzburg, Stockholm, Sydney, Toronto, and Zurich.

Rector and Vice-Rector with alumni in Brussels, Chicago and New York. The Rector's Council wants to stay in close contact with all WU graduates, even those working and residing in other countries, in order to maintain and improve WU's position on the international market. In 2007, Rector Christoph Badelt and Vice-Rector Barbara Sporn, Head of the WU Alumni Club, met with WU graduates in Brussels and Chicago. Not only alumni but also important members of the local business communities attended the events, which included a presentation of the WU followed by a dinner.

In October 2006, Sporn and Badelt met with some 50 top executives in New York and Toronto, men and women with a WU degree who have gone on to have successful professional careers in the USA and Canada.



Human Resources

Faculty

New Professors in 2007

Department of Business, Employment and Social Security Law

Raimund Bollenberger and **Georg Kodek** joined the WU faculty on October 1, 2007, in joint succession of Peter Doralt at the Institute for Civil and Business Law. In addition to his position as a judge, Georg Kodek is a frequent consultant of the Council of Europe as an expert on civil procedural law. Raimund Bollenberger has been a partner in the law firm Doralt Seist Csoklich since 2005, and was an Associate Professor at the University of Vienna until 2000.

Department of Finance and Accounting

Alexander Mürmann joined the faculty on September 1, 2007, as Professor and Head of the Institute for Risk Management and Insurance. Before coming to WU, Mürmann was a Professor at the Wharton School of the University of Pennsylvania.

Department of Public Law and Tax Law

Wolfgang Brandstetter joined the faculty as a full Professor of Economic Criminal Law on February 1, 2007. Before coming to WU Wirtschaftsuniversität Wien, Brandstetter was a Professor of Criminal and Criminal Procedural Law at the Law Faculty of the University of Vienna.

Since October 1, 2007, **Arno Kahl** has been a Professor of Public Law at WU, with an emphasis on European and Austrian public business law. He is substituting for Michael Holoubek during his period as a member of the Rector's Council. Kahl was previously a Professor at the University of Innsbruck.



*Univ.Prof. Dr.
Raimund Bollenberger*



*Univ.Prof. Dr.
Georg Kodek*



*Univ.Prof. Alexander
Mürmann, Ph.D.*






Human Resources

Facts and figures

The following is a general overview of WU's faculty and personnel structure. Currently, WU Wirtschaftsuniversität Wien has 72 full professors (9.7 % of senior faculty are women), 74 associate professors and a relatively large number of assistant professors and teaching/

research assistants (82 and 292, respectively). Over half of the faculty members are adjunct lecturers (508 equivalent to 28 full-time employees). The total WU academic staff includes 39.84% women.

WU EMPLOYMENT FIGURES AS PER DECEMBER 31, 2007 (in full-time equivalents)

	 			 in %
Full Professors	72	65	7	9,69
Associate Professors	74	58	16	21,09
Assistant Professors	82	40	43	51,75
Teaching / Research Assistants	292	161	131	44,88
Other faculty members	59	22	36	61,93
Adjunct Lecturers	28	19	9	33,21
Total Faculty	606	365	242	39,84
Administrative staff	423	135	288	68,12
Total WU personnel	1029	500	530	51,46

Future Perspectives

The year 2007 marked the beginning of a fresh term of office for the new Rector's Council. The goals that were set in the Development Plan 2003 at the initial implementation of the new University Act are still the main focal point of the Council's work.

WU Wirtschaftsuniversität Wien will continue to be Austria's leading higher education institution in the field of business, economics and social sciences. However, in the years to come, WU wants to achieve a place among the 15 best business universities in Europe, and among the best five in German-speaking countries. WU is ready to take on the international challenge.

The strategic approach. The EQUIS accreditation awarded in 2007 represents a clear recognition of WU's excellent reputation, both at home and abroad. Increasing and strengthening partnerships to other excellent universities around the world are just some of the activities planned to increase the WU's **international presence** and recognition.

Another important strategic step in this direction is the international branding process initiated in 2007. During this phase, WU will be repositioning itself on the international market.

A number of different areas will be affected by WU's efforts to further improve its international reputation: Master and PhD programs held exclusively in English are currently in development, both to make a wider selection of English-language academic programs available to graduate students and also to emphasize the University's international orientation. WU also plans to increase the number of its international faculty from non-German speaking countries.

A **stronger research** output will also contribute to enhancing the WU Wirtschaftsuniversität Wien brand. The University's research profile is defined by the performance of the individual Departments and the topical, interdisciplinary Research Institutes. Research development plans have been submitted by all 12 departments as part of the performance contracts made with the Rector's Council. Research in the next few years will be concentrating on the promotion of young scholars, the development of new PhD programs, the adaptation of personnel development plans to the provisions of the collective bargaining agreement, and the continued transition to the Bologna system. Particular emphasis will also be placed on equal opportunity measures for women.

The next four years will also be strongly influenced by a third important issue: The **development of a new spatial identity**. The construction of a new WU is a once-in-a-lifetime opportunity to set new standards and build a university of and for the future.

Key Data

2007 AT A GLANCE

Students	
Total Students	23,292 (49 % women)
Entering students	4,878
Human resources (in full-time equivalents)	
Total Faculty	606
Administrative staff	423
Total WU personnel	1029
International relations	
Partner universities	~ 200
International students	23% of student body, from 110 countries
Incoming exchange students	~ 1,000
Outgoing exchange students	~ 850
Program Portfolios	
Bachelor programs, 6 semesters	<ul style="list-style-type: none"> ▪ Business, Economic and Social Sciences ▪ Business Law
Master programs	<ul style="list-style-type: none"> ▪ Business Education (5 semesters) ▪ Business Law (4 semesters)
PhD programs, 8 semesters	<ul style="list-style-type: none"> ▪ Finance
Doctoral programs, 4 semesters	<ul style="list-style-type: none"> ▪ Social and Economic Sciences ▪ Business Law
Resources	
Revenues 2007	€ 99.7 million
Expenses 2007	€ 99 million
Premises	126,967 m ²
WU Library stock	~ 800,000 books
	~ 10,000 licensed electronic journals
	2,260 periodicals