

Appendix - 2nd PRME Report of Pforzheim University

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The following overview reveals a diversity of publications, research projects and activities dealing with PRME-relevant topics at Pforzheim University that contributes to a responsible management education by transferring knowledge about corporate responsibility and sustainable development. The list makes no claim to be complete. This overview supplements the 2nd PRME Report of Pforzheim University in order to better demonstrate the current teaching and research activities at Pforzheim University.

Reviewed Papers

Blankenbach, K.; Isele, R.; Stindt, D.; Buckley, E. (2010): Comparison of the Readability of Colour Head-up Displays Using LED and Laser Light Sources . – In: SID Symposium Digest of Technical Papers 41 (2010) Issue 1 (May), pp. 1426-1429. (ISSN 0003-966X (print), DOI:10.1889/1.3499972).

Blankenbach, K.; Jentsch, M.; Bitman, A. Bartels, F.; Rawert, J.; Jerosch, D. (2009): Recent Improvements for the Applications of Droplet-Driven Electro-wetting Displays. – In: Society for Information Display, International Symposium 2009, Digest of Technical Papers, San Antonio, 6 / 2009, pp. 475-478.

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Cleff, T.; Naderer, G.; Volkert, J. (2011): Motive der Wirtschaftskriminalität. Ergebnisse einer quantitativen und qualitativen Studie. – In: Monatschrift für Kriminologie und Strafrechtsreform, 94. Jahrgang, Heft 1 2011, Februar, S. 4-16. (Title: The motive of business crime. Results of quantitative and qualitative studies. – In: Monthly publication for criminology and the reform of the criminal law, Vol. 94, Nr. 1 2011, February, page 4-16.)

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Hottenroth, H.; Schottler, M.; Schmidt, M. (2009): Die Auswahl von Abgasreinigungstechnologien in der Solarzellenfertigung unter Klimaschutzgesichtspunkten. In: Mahammadzadeh, M., Biebeler, H., Bardt H. (Hrsg.): Klimaschutz und Anpassung an die Klimafolgen – Strategien, Maßnahmen und Anwendungsbeispiele, Köln 2009, ISBN 3602148475, S. 75-81. (Title: The choice of emission control technologies at the solar panel production under the aspect of climate protection).

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Blankenbach, K.; Jentsch, M.; Rawert, J.; Jerosch, D.; Bitman, A.; Bartels, F. (2011): Sunlight Readable Bistable Electrowetting Displays for Indicators and Billboards. – in Society for

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Görlach, S.; Zvezdov, D. (2010): Ressourceneffizienz in der Praxis: Zur Anreizsituation aus Sicht von Unternehmen und Intermediären. – In: uwf Umweltwirtschaftsforum 18 (2010) H. 3-4, S. 189-195. (ISSN 0943-3481, DOI: 10.1007/s00550-010-0191-7). (Title: Resource efficiency in the practical field: About the appealing situation from the standpoint of companies and intermediaries).

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Research Projects

Current project examples of the Institute for Industrial Ecology (INEC)

CliCCC: Climate & Carbon Calculator for Companies

Corporate Carbon Risk Management: Which economic risks will a company take if it wants to discharge greenhouse gases in the future or purchase – consciously or unconsciously – from its supply chain? Information about cumulative CO₂ emission from the whole production chain is not only relevant for environmental and climate protection but also gives valuable advice about future market risks to companies.

Project members: Dipl.-Volksw. Christian Haubach, email: Christian.haubach@hs-pforzheim.de;
Dipl.-Volksw. Clemens Raqué, email: Clemens.raque@hs-pforzheim.de

CCaRMa - Corporate Carbon Risk Management

In the project “Corporate Carbon Risk Management” risks for companies which arise from impacts of climate change are evaluated. Aim is the development of a risk management of direct and indirect risks from climate impacts on companies. This enables companies to realize, assess and safeguard against these risks. Through a modular composition all risk factors are incorporated to the risk management of climate impacts. One focal point lies on the supply chain risks and interdependencies between impacts of climate change and resource prices. Based on the approach of cumulative emission intensities developed by Pforzheim University and different finance instruments the risks of loss for companies are calculated. Companies are supported by such a so long not existing management of climate risks in decision making concerning supplier selection, investment decision and site selection which minimizes the risk of negative impacts through climate change. On the one side “Corporate Carbon Risk Management” can be incorporated as a part of the whole risk management in existing analyzing instruments. On the other side the module “Carbon Supply Chain Risk” can be also used alone for analyzing the supply chain. Therefore this instrument supports German companies in their strategic alignment against the challenges of climate change. Thus the

instrument of “Corporate Carbon Risk Management” safeguards the sustainability of companies.

Project manager: Prof. Dr. Mario Schmidt, email: Mario.schmidt@hs-pforzheim.de

DyLiC - Dynamic Life Cycle Assessment

The method of Life Cycle Assessment (LCA) plays a central role for environmental assessment of products, processes and procedures especially since the ISO standardization in 1997/2006. It is one of the most successful analyzing instruments in a transdisciplinary area of application. Methodically composition of modular data of single industry processes to a total system has become widely used to describe the object of investigation with its material and energy amount. In doing so linear limitational technology models are assumed. The total system is mostly conducted and calculated with the aid of linear activity analysis. This approach has several parallels to cost and performance accounting in economic theory or production theory. But the LCA approach does not further take on experiences and developments of the last decades in this field. Since LCA gives assistance for decision making in technical economic context the implications and limitations of the applied method are of importance, i.e. for investment decisions or environmental policy. For this method development that relies to methods of cost and performance accounting or production theory is pursued.

Project manager: Prof. Dr. Mario Schmidt, email: Mario.schmidt@hs-pforzheim.de

WaSchBerR

Water use in the supply chain and the consideration of regional risks
In this project, an indicator system for the accumulation of regionally weighted water intensities in the global production shall be developed. Unlike the CO₂ footprint the regionality of the scarcity of resources must be taken into account.

Project manager: Prof. Dr. Mario Schmidt, email: Mario.schmidt@hs-pforzheim.de

MaRess (completed)

Material efficiency and resource conservation - An Analysis of material flows, sectors, categories of need, and the development of strategies and instruments

The Institute of Applied Research at Pforzheim University is – besides 30 other project partners – involved in the project MaRess, commissioned by the German Federal Environment Ministry and the Federal Environment Agency. The project is run under the direction of Wuppertal Institute. The starting point of this project is the ever increasing problem of environmental damages caused by the extraction and exploitation of resources, going hand in hand not only with ecological but also with societal (e.g. insecurity of supply, resource conflicts) and economic drawbacks (esp. high/volatile raw material prices). The aforementioned factors point out the brisance of the topic that should therefore be analysed further. The aim of the project is to make substantial progress in our knowledge regarding four core questions on increasing efficiency and conserving resources:

- Firstly, the project aims to discover ways in which resource efficiency may be augmented.

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- Secondly, it aims to develop approaches for target-group-specific resource efficiency policies.
- Thirdly, the project is to collate and analyse results from impact analysis at macro- and microeconomic level.
- The fourth component is the expert monitoring of concrete implementation steps and of how the agenda is set, as well as the publication of results.

Within the MaResS-project the Institute of Applied research at Pforzheim University contributed to work package 4: "Innovative resource policy approaches at the microscopic level: instruments and approaches close to companies".

Further information on the projects of the Institute of Industrial Ecology can be found on the following website: <http://umwelt.hs-pforzheim.de/en/research/>.

Project manager: Prof. Dr. Mario Schmidt, email: Mario.schmidt@hs-pforzheim.de

REFFIM (completed)

Resource Efficiency Management for SME

Resource efficiency resounded throughout the land – but despite high efficiency potential and associated cost savings it is no topic that runs by itself in German companies. REFFIM aims therefore for the component of public communication. The project investigates the orientation of measures to be realized by companies (in particular SMEs) and there by the relevant target groups (in particular executives). From this an efficiency marketing concept shall be developed, which picks up new approaches from so called business campaigning. Furthermore appropriate means and information offers will be developed and provided.

Project manager: Prof. Dr. Mario Schmidt, email: Mario.schmidt@hs-pforzheim.de

KOMSA (completed)

Combination of Optimization Methods and Material Flow Analysis to Improve Operational Material Use

The project serves the innovative connection of IT approaches for operational and interplant flow analysis with optimization methods from business administration and information management. The goal is to increase productivity in production systems through the identification of inefficiencies in the use of raw materials and energy and by simultaneously presenting optimization strategies. To date, both approaches (material flow analysis and optimization) have been, at most, analyzed separately on an instrumental software level, which has led in particular to some utilization in small and medium enterprises. To increase the relevance of this "material flow-based optimal planning" for operational decision-making, it is necessary to look beyond the inefficiencies and determine how throughput parameters of production can be selected in order to achieve a local or global - economic or ecological – optimum.

Open research questions include: how can advanced algorithms of "global optimization" be linked with approaches of material flow modelling in such a way that they can be applied quasi universally to production systems?

Project manager: Prof. Dr. Mario Schmidt, email: Mario.schmidt@hs-pforzheim.de

Co2-Project: Technologies for Greenhouse Gas Reduction in Semiconductor and Solar Cell Production (completed)

This project aims to assess new technologies and concepts that further the reduction of greenhouse gas emissions and mark energy efficient and effective solutions for the semiconductor and solar panel industries. The main objective is the evaluation of new exhaust gas treatment technologies in semiconductor and photovoltaic cell production (e.g., point-of-use abatements, electrically operated plasma burners in combination with catalysts) and the optimization of overall factory strategies for the reduction of greenhouse gas emissions. The focal point for INEC (former IAF) is the evaluation of reduction potentials of greenhouse gases based on different scenarios for technical plant configuration and the assessment of typical potentials for CO₂ reduction with different technical approaches. As a result, a tool for decision-making in the factory planning process of semiconductor and photovoltaic cells plants will be developed, which will meet the requirements of the industry for an effective and economical method.

Project manager: Prof. Dr. Mario Schmidt, email: Mario.schmidt@hs-pforzheim.de

Current research projects of the Material Science Laboratory and Testing (WEP)

ThermalOptiCell

Optimised application of metal-based cellular structures from the thermal and energetic point of view in order to improve the ecologic efficiency of a heat store: This research project is focused on the demonstration of the connection between geometric and thermal characteristics. On the basis of the scientific findings and in order to achieve the optimal thermal characteristics the required structures of open cell metal foams can be developed. This enables a target-oriented and optimized application of open cell metal-based structures that optimally fulfils thermal characteristics in special application fields. (Project manager: Prof. Dr.-Ing. Norbert Jost, email: norbert.jost@hs-pforzheim.de).

CCMSE - Center of Computational Materials Science and Engineering

In this highly cooperatively designed project the WEP works mainly on special solidification structures which have been built in casting processes. The WEP develops metallographic techniques that enable the preparation and documentation of the tridimensional real microstructure. This data is the basis for the creation of mathematical tridimensional data models that can be used for further computer-based material optimizations. (Project manager: Prof. Dr.-Ing. Norbert Jost, email: norbert.jost@hs-pforzheim.de)

Guest Lectures

Guest lecturers within the scope of the lecture series “Practitioners and Practice of Business Ethics” and “Studium Generale”):

13/05/2009: Sylvia Schenk, Chairwoman of Transparency International Germany will discuss questions on “What has it got to do with me? Transparency and moral courage against corruption.

18/12/2009: Werner, Heinz; Heinz Werner GmbH – Textile Trade Company: Risk evaluation: political, economic and social risks with a focus on trade-defense-instruments.

18/12/2009: Werner, Heinz; Heinz Werner GmbH – textile trade company: Sustainable strategies of companies with a focus on global problems in the agro-food field.

19/05/2010: Mori, Margherita, Management Professor at L’Aquila University, Financial Institutions, in Italy: Coping with a Natural Disaster: The Case of L’Aquila.

11/06/2010: Killius Philipp, Ernst&Young GmbH, Senior consultant, Climate Change and Sustainability Services (CCaSS): “Sustainability and business cases in companies”.

18/11/2010: Dr. Brekau, Uwe, Bayer CropScience AG, CSR department: Bayer CropScience Child Care Programme: from Challenge to Opportunity.

30/11/2010: Ruedel, Oliver, Oekom Research: „Oekom Country Rating - country analysis about ecological and social criteria with a focus on sustainable investment.

1/12/2010: Ruedel, Oliver, Oekom Research: The success strategy with sustainable investments.

19/01/2011: Werner, Heinz; Heinz Werner GmbH – Textile Trade Company: Entrepreneurial responsibility and contribution of governmental positions for sustainability through the new CSR-Norm ISO 26000

03/06/2011: van Ootegem, Luc; Verhofstadt, Elsy, University of Gent, Belgium: Well-being (happiness and/or capabilities) and sustainable development". The speakers explained and discussed conceptually and empirically recent conceptions of the welfare economics from a sustainable development perspective.

29/06/2011: Straub, Frank, chairman of the administrative board of the BLANCO group and chairman of our university council: Motivation – key factor of ethics management – a field report concerning the stakeholder management at Blanco.

Degree Theses

Diploma and Bachelor theses of the Bachelor degree programs of Pforzheim Business School:

Advertising

CSR – A challenge for communicative and moral catering by corporations. Represented in the development of CSR concepts (2009)

Brand communication for the target group LOHAS under specific consideration of the reliability factor (2009)

The communicative aspect of resource efficiency improvements of marketing in KMU. (2009)

From polluting to green lifestyle? Ecological product change with time. (2009)

Corporate Social Responsibility in the midst of the blogosphere -The resonance of CSR-provision on the brand perception of Web 2.0 (2009)

Marketing of non-profit organizations with Social Network Sites. Case Study: betterplace.org (2009)

Corporate responsibility as a possibility of business-profiling in the cosmetic branch. (2010)

The future of sustainable consumption -How can a consumer control his weaknesses? (2010)

Motivation research - Third Sector- an image analysis about nationally and internationally operating help organizations (2009)

Oh beautiful? An Overview of the Life and branding world of LOHAS as case study for the natural cosmetic market -Weleda- (2009)

The sustainable-living perspective of LOHAS; a Mega trend? (2009)

Fairly handled foodstuff - a psychological market analyses of the motives and approaches of fair trade (2009)

The male-cosmetic market on the natural lane-Status quo and insight of the brand alverde MEN (2010)

Crisis-communication – Requirements, tasks and responsibility of community work (2010)

Instruments of CSR-Communication as a practical example of the delivery house Walz GmbH (2010)

CSR: The communication of corporate responsibility and its meaning to markets (2010)

Business Law

Corporate Compliance – A strategic analysis of the deployment of a Compliance-Management-Systems at EnBW (2009)

Lawful observation of Third Party Managements in compliance to German and Swiss law (2009)

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Regionalism versus Multilateralism - The conflict between Regional Integration Agreements and the GATT/WTO (2009)

The article of EuGH for the deployment of Union-targeted environmental protection as an example of jurisdiction for the originator principle (2010)

The impact and possibilities to fight money laundering. (2010)

Compliance in the field of auditing - Arrangements to protect the trustworthiness. (2010)

The fight against white – collar crime in companies under consideration of the BDSG-Novelle II 2009 purchase data protection. (2010)

The legal aspects of hiring severely disabled employees (2010)

Controlling, Finance and Accounting

Future development of Emissions trading, and their consequences on the yearly balance sheets at IFRS and HGB (2009)

Environmental Shareholder Value (2009)

Considerations to the strategy of a non-profit company using the example of the “Gesellschaft für Beschäftigung und berufliche Eingliederung” (Organization of employment and organization of Activity and occupational rehabilitation (2010)

Corporate Governance at STIHL on the example of Economic Value Added (EVA) – Relevance, theory and application concept. (2010)

Global Value Chain Management - Existing approaches and own conceptual proposals. (2010)

Human Resources Management

Introduction of International competence management at Robert Bosch GmbH - Diesel Systems (2009)

The general concept development of a future and resource-oriented Talent Relationship Managements at Mieschke Systems (2009)

Employee Guidance innovation-oriented business Systems. (2009)

Transfer security in advance- training businesses – an example of international sales and marketing of Celesio AG Systems (2009)

International dispatching at OSRAM: Deployment for the phase-out through the mother group Siemens as well as the adaption of Siemens-guideline Systems (2009)

Consequences of diversity in Team-Head guidance, and Mastery in Mercedes-Benz Systems, Rastatt branch. (2009)

Employer branding, and the effects of employer-Awards on employees and applicants. Case Study: Wüstenrot & Württembergische AG in Stuttgart Systems (2009)

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Airbus – development and provisions for the improvement of work satisfaction of the employees of the A380 Order Management Centers of Airbus (2009)

Development of the organizational structure for Non-Profit Organization -Himalaya-Projekte e.V.-based on an empirical analysis (2009)

The implementation of western standards in a business location, as pre-condition for the international employment system. (2010)

Chances and barriers in corporate integration managements in the background of demographic changes (2010)

Consequences of demographic changes in the form of offers for further studies. Case Study: The EnBW Akademy (2010)

Optimising the training quality at Tyco Electronics in Niefern (Dissertation Semester 2010)

International Business

Is green the new black? Ecological models as new market for luxurious businesses (2009)

Comparison of the deployment of CSR in France and Germany as an example of the family-owned Witzenmann and Michelin (2009)

Consumer-Oriented CSR-Communication in Commercial enterprises (2009)

Corporate Social Responsibility as an example of touristic functioning and challenges (2009)

Global Sourcing with focus on the supplier selection process, especially in Low-Cost Countries with reference to BorgWarner BERU Systems GmbH (2009)

The Concentrating Solar Power Industry - a Business Field Analysis of an established Renewable Energy Project Developer (2010)

Marketing and Fundraising Strategies for Charitable NGOs (2010)

Poverty reduction through “Markets for the poor”? Conceptualization and analysis of the "Base of the Pyramid" –Strategy (2010)

Success Criteria in the development of Cause-related Marketing campaigns with respect to Non-Profit Organisations (2010)

The voluntariness of global CSR: Potentials, Problems and Limitations (2010)

Is BEHR GmbH & Co. KG losing potentials in Eastern Europe on the basis of the current Low-Cost Country sourcing strategy? (2010)

Branding and product piracy in the pharmaceutical industry - Cause, follow-up and measures of abatement. Case study: The European Union and India. (2010)

Innovative Ideas: Profitable and Sustainable Market Entry Strategies at the Bottom of the Pyramid (2010)

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Host government policies towards attracting FDI - How can host-country governments of developing countries actively attract FDI in a time of global competition (2010)

Expatriation - An analysis of problems and challenges firms and employees face when being involved in foreign assignments (2011)

International Marketing

Sustainable communication at DM-drug store markets and customer perception. (2009)

Cultural Differences affecting International Marketing. A comparison between France and Germany (2010)

Intercultural competence as a possible success factor in international establishment; Case Study the BMW group I (2010)

Market and Communication Research

What effects did the FIFA World Cup 2010 in South Africa have on the perception of its sponsors in Germany? (2010)

Marketing

Concept for the internalization of online- donation shops. MyGoodShop- for child-aid works – Our litter brothers and sisters. (2009)

Professional Social Marketing - A comparison of commercial marketing with Non-Profit-Marketing (2009)

The development of comprehensive country- communication concepts in Caravanning Markets as an example of Fuel Cells System VeGA (2009)

Corrupt Organizations – Analysis, tracking and counter-measures (2009)

Career-readiness training activities for young people regarding §§ 61, 61a SGB III – an empirical analysis, possible successes and failure factors in the Agency area Nagold (2009)

Corporate Social Responsibility – Political contribution to enhance corporate acceptance of responsibility ()

Sustainable marketing- A strategic advantage for future-oriented entrepreneurship through conceptual acting and practicing, in the deployment of green market strategies. (2010)

Sustainable Marketing: Marketing in money-stress of sustainable development and the economic success of a corporate (2010)

Do good and talk about it- Corporate Social Responsibility as an instrument in enterprise marketing (2010)

Cultural challenges and entry point for a worth-based marketing communication of PAUL HARTMANN AG focusing on China (2010)

Purchasing and Logistics

Analysis of "Balanced Scorecard" as a Management tool in Chi-Management. (2009)

Environmental Impact of Pfizer's Distribution - Measuring the Carbon Footprint of International Domestic Distribution, and Blockbuster Product. (2009)

Ecological and economic practical studies of highway access. Malsch-Muggensturm (2009)

Electric-powered mobility – Development of a public-works model for Germany (E-mobility - development of a business model for public). (2009)

Qi Management – Undertaking of martial arts principles in management (2010)

Qi Management – Chinese philosophy of life and management (2010)

Corporations in change: Change Management and new challenges for enterprises (2010)

Colleague motivation as an indicator in performance improvement in the context of Asian Martial Arts artists (2010)

Sustainable Construction- Changing requirements and the planning und provisions in the view of sustainability in the construction industry (2011)

Master Theses of the Master degree programs of Pforzheim Business School:**Controlling, Finance & Accounting (M.A.)**

The Impact of Corporate Governance and Sustainability on Business Success: Reflections in the Context of Value Based Management. (2010)

Information Systems (M.Sc.)

Improving Organizational Transparency through Corporate Performance Management in Global Competence Center for Systems Integration of an international market (2010)

International Management (MBA)

Strategic Corporate Social Responsibility of Multinational Companies in Cameroon: Development Impact on Local Communities. (2009)

Bachelor and Master theses of the degree programs of Pforzheim School of Engineering:**Bachelor Business Administration and Engineering**

Alternative drive trains: Comparison between Industrialization und Energy efficiency (2009)

Change Management - A high performance culture in business establishment. (2009)

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Deployment of Lean-Instruments of Truck Operating Systems in the development of prototypes (2009)

Preparation for the market entry in the field of „Renewable Energies“, with possible consideration of a strategically relationship with SEW. (2009)

Infrastructures for battery-operated electric vehicles – How will a electric vehicle become suitable for daily use? (2010)

Brand development potentials of electro mobility in the federal republic Germany. (2010)

Vehicle to Grid - Functionality and potentials. (2010)

Electric vehicle - An option for our future mobility. (2010)

Development of a model to optimize industrial premises energetically through identification of energy efficient potentials for the P3 (2010)

Electro mobility - Opportunities and challenges of the future. (2010)

Microalgae - Fuel of the future? (2010)

Global management in linked up supply chains. Starting with a product idea - leading to customer benefit. (2010)

Corporate Governance in medium sized companies – Use of the Balanced Scorecard and knowledge about the use of corporate governance and suggestions to develop this sector (2009)

Bachelor Mechanical Engineering

Emission technologies to guarantee sustainable mobility and environmental protection (2009)

Master Business Administration and Engineering

The development of maturity grading models for the measurement of Lean Management activities in logistic centers (2010)

Operative deployment of Lean-Management in the painting industry (2010)

Stand: September 2011