

IBS 3MT Competition 2023

Roundtables Programme



**English for International Business Studies
Faculty of Business Administration and Economics**

16th and 17th June at Paderborn University



Competition Organisation: IBS English Team



Rachel Lindner



Katriona Fraser



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Patricia Pranschke

Roundtables Programme

Friday 16th June

Participants must join round table session rooms **TEN MINUTES** before they are due to start.

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Participants must join round table session rooms **TEN MINUTES** before they are due to start.

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Chairpersons
Michelle Santorce; Marie Tezlaff

Roundtable 1A: New work 09:30 – 10:50, 16th June, Q1.203

Lillian Bittner

Submissions: <https://uni-paderborn.sciebo.de/s/76CPZjoZB2z31Mp>

How to lead a company in an effective way by implementing new work

My research analyses the effectiveness and potential benefits of implementing new work practices in a company. Due to the Covid-19 pandemic and developments in technology the world of work has passed through a lot of changes in the last years. Organizations are responding to these changes by restructuring their organizational structures and work processes which is "new work". New work structures involve flexible working hours, four days of work instead of five or even remote work. In that context, new work practices are outlined as increasingly flexible, autonomous, collaborative and entrepreneurial which I investigate in my research with a special emphasis on the effectiveness for a company when implementing the new work strategies. This will also contribute to the question on the change of performance of the employees. My competition contribution will focus on the relevant literature as well as experiences from companies, who already implemented new work practices.

Marie Landwehr

Submissions: <https://uni-paderborn.sciebo.de/s/EW8ATXQ3P6lsgTM>

The impact of remote work on productivity and performance from a company's perspective compared to in-office work

My research analyses the effects of remote work on the productivity and performance of a company and in what ways out-of-office work benefits the company and its employees. Especially since the Covid19 pandemic, many employers, primarily from the service sector, offer their workers the freedom to live and work in a preferred location, even across national borders. As a result, studies show that in many cases there are fewer sick days, work breaks and less commute time, and on average a higher satisfaction of the employees' work-life balance, which has a beneficial effect on the company's performance. However, the usage of digital technologies could negatively affect work through poor connectivity, communication issues as well as control measures. My research aims to show how remote work can be used to achieve more satisfied employees and thus positively influence productivity as well as turnover and the general performance of the company.

Nicole Nizovskij

Submissions: <https://uni-paderborn.sciebo.de/s/RtW9NhonbcvrmZU>

Google's unique business culture and its influence on employee productivity: A critical analysis

My research analyses the impact of modern business concepts on employee productivity and prosperity, with a specific focus on Google's company culture. In today's competitive economy, many businesses are exploring different concepts and methods to attract and retain highly skilled employees. Google's departure from traditional business concepts has attracted significant attention and scepticism from other organizations. It is important to understand the effects of these new concepts on employee productivity and satisfaction. Therefore, my research aims to investigate the differences between Google's business culture and traditional cultures and determine whether Google's approach is more effective in influencing employee productivity. This research will be supported by relevant literature, contributing to the ongoing discourse on the role of modern business culture and potential adjustments. The analysis aims to provide a greater understanding that different approaches, such as Google's, appear to reach higher levels of efficiency when compared to alternative methods.



Michelle Oswald

Submissions: <https://uni-paderborn.sciebo.de/s/5aai5bUGpoCeeE4>

The future of remote work: An analysis of challenges, benefits and employee perspectives

My research analyses the future of remote work by examining challenges and benefits for employers and employees. Furthermore, it explores perspectives for individuals, providing a comprehensive understanding of this evolving work model. Remote working is an integral part of today's work and since digitalization and particularly due to the Corona pandemic, progressively more companies rely on new-work elements to increase productivity. The main issue lies in assessing whether the record-setting surge of remote work continues to yield positive outcomes for both companies and employees as a long-term work model, considering the obstacles and dynamics involved in maintaining its effectiveness and satisfaction. In my research, I critically analyse the challenges, potential benefits, and upcoming perspectives surrounding remote work. To achieve this, I draw on relevant literature like peer-reviewed journals and articles to explore the impact of remote work on the organizations and the members of the workforce.

Elena Soledad Garcia Schürmann

Submissions: <https://uni-paderborn.sciebo.de/s/RcJAmE262VSu244>

Design of new work and psychological empowerment: Motivating employees to work in a self-determined manner

The corona pandemic has led to an unprecedented shift in the way work is performed, with many employees increasingly working remotely. As a result, there has been a growing interest in designing new work and its environments that empower employees to work in a self-determined manner. In this context, psychological empowerment has emerged as a key factor in motivating employees to work independently of others. My research explores the relationship between the design of new work and psychological empowerment and discusses the implications for managers and organizations seeking to motivate employees to work in a self-determined manner. The paper provides background on the concept of psychological empowerment, the motivation for and the way of designing new work environments, and the value of empowering employees to work in a self-determined manner. Key takeaways for managers and organizations include the importance of creating a supportive work environment that fosters employee autonomy, competence, and relatedness.

Jana Wegner

Submissions: <https://uni-paderborn.sciebo.de/s/bsPLiZIAU5IM6Jc>

"Pluralistic Ignorance": A relevant workplace phenomenon

Pluralistic ignorance, the phenomenon in which group members mistakenly believe that the attitudes and behaviours of others in the group are different from their own and even more important than their own. This phenomenon already has been observed in different fields. My paper however aims to examine how pluralistic ignorance affects workplace behaviour and impacts social dynamics at the workplace. For this case, also potential countermeasures will be suggested. The paper will focus on various forms of workplace behaviour, such as decision-making, communication, and team dynamics, to assess the impact of pluralistic ignorance on these areas. Through a better understanding of the phenomenon, strategies for dealing with pluralistic ignorance in the workplace and supporting more positive workplace interactions are identified. Both competition audience and organisations can benefit from the analysis, as it may help understand where employer should encourage their employees to stand by their own opinion.



Chairpersons
Yara Al Hawari; Nicole Stempa

Roundtable 1B: Taxation, accounting and finance

09:30 – 10:50, 16th June, Q1.213

Jonas Heinz Ahrens

Submissions: <https://uni-paderborn.sciebo.de/s/eBgJUvJcl8lp9HG>

The contribution of banks towards sustainable finance: Case studies from Iceland

My research analyzes how banks contribute towards sustainability goals and evaluates the procedures of the Icelandic banking sector, with a specific focus on Íslandsbanki and Landsbankinn. The Paris Agreement and the individual sustainability frameworks of European governments have tried to lead our world into a more sustainable direction and Iceland sets a good example in this procedure. This raises the question of how banks can contribute to this plan of action since they play a big economical and political role. In my research I want to investigate how banks can control the capital flow towards sustainable projects and which projects are suitable to invest in. My work covers methods of doing sustainable finance and explains how other countries can adapt such strategies by illustrating the sustainable finance frameworks, policies and impact reports of Iceland's biggest banks.

Anna Goneger

Submissions: <https://uni-paderborn.sciebo.de/s/eqhI0pV2Zm9doNN>

Informal disclosure on Twitter around mandatory reporting dates: An empirical analysis

My research examines the importance of timing in the use of social media, more specifically Twitter, by firms publishing annual and quarterly financial reports. The relevant literature has already discussed the benefits and potential drawbacks of using social media and how social media can be used to attract and retain stakeholders and shareholders with the intention of securing financial support. These findings often relate to the strategic dissemination of corporate information, leaving a gap in terms of the time factor. In my research, I aim to find out whether the mandatory publication dates of financial reports are associated with a reporting firm's activity on Twitter. By empirically analysing the use of Twitter by DAX-40 firms in Germany and by discussing the relevant literature, my research will help firms publishing financial reports to use social media strategically in order to benefit from it and to provide investor-related information more effectively.

Ellie Munir Kourieh

Submissions: <https://uni-paderborn.sciebo.de/s/8UqIDIVq2PakN32>

Revolutionizing accounting practices: An analysis of the potential of blockchain technology for financial reporting

My research explores how blockchain technology may be used to improve accounting procedures and financial reporting in businesses. Given that blockchain technology is widely recognized for its use in Bitcoin and other cryptocurrencies, where it serves to verify transactions and establish their authenticity between users without requiring the involvement of a third party, it is intriguing to investigate whether this technology could benefit companies by facilitating the recording of transactions and the creation of journal entries for bookkeeping purposes. My research will contribute to the discussion of how firms could use blockchain technology to generate cost savings and solidify their digital accounting identities and secure them. It also examines the key difficulties that could arise from using such a system. In order to gain an in-depth comprehension of the subject and acknowledge its significance for the future of accounting any financial practices, my competition contribution will explore multiple studies on the topic to identify any contrasts or similarities that exist between utilizing traditional accounting vs accounting via blockchain technology.



Yannic Schemann

Submissions: <https://uni-paderborn.sciebo.de/s/juO8rfEc8bDB5kg>

Blockchain accounting: Opportunities and challenges outside of accounting firms

Recently, cryptocurrencies such as Bitcoin have exploded in popularity. What most people are not aware of, however, is that the technology behind Bitcoin has many applications beyond just acting as a foundation for digital currencies. I believe that the Blockchain technology that cryptocurrencies are built upon is the logical next step in the evolution of both public and corporate accounting. Big accounting firms, whose entire business model revolves around providing accounting services to other companies, have already started implementing Blockchain technology into their accounting practices. My research, however, aims to explore the opportunities and challenges of such an implementation for companies that utilise accounting for internal purposes instead. Blockchain technology is still in its infancy, so our understanding of it is limited, and regulations are lacking, but if these challenges can be overcome, then this technology could significantly improve the efficiency, transparency and security of accounting processes.

Nico Siedlaczek

Submissions: <https://uni-paderborn.sciebo.de/s/1Jy0TupLp34PX94>

The impact of COVID-19 on the banking sector: An analysis of the German market

The COVID-19 pandemic had a profound and far-reaching impact on banks and the global economy, necessitating swift adaptations to the new circumstances imposed by government regulations. One notable response was the rapid digitization of processes and services, enabling banks to continue operations and cater to customer needs remotely. Furthermore, the pandemic catalyzed the accelerated development and advancement of mobile banking applications. These digital platforms became indispensable tools for customers to conduct financial transactions, manage accounts, and access banking services from the safety and convenience of their homes. Drawing from personal experiences as a customer and employee, this work will discuss the consequences and challenges for banks with a regional focus on Germany. The objective of this analysis is to offer valuable insights into the key factors that have permanently transformed the banking industry in Germany. Furthermore, it aims to provide a perspective on the potential directions that banks may take in the future.

Lukas Vollmer

Submissions: <https://uni-paderborn.sciebo.de/s/zUuHACYXPQo19Kf>

Sustainable finance in medium-sized regional banks: A new criterion for credit decision

This research examines the credit decision processes of medium-sized regional banks, specifically focusing on credit inquiries made by commercial customers, through the lens of sustainability. The significance of sustainability, as measured by environmental, social, and governance (ESG) criteria, has been steadily increasing over the years and has become a highly debated and contentious topic. Furthermore, sustainability has been increasingly incorporated into legislative frameworks, with stricter criteria and requirements imposed on banks. The primary research question addressed in this study is: "Which medium-sized companies and investment projects should a medium-sized bank consider for credit provision and support in accordance with sustainability principles?" Through my research, I aim to identify specific stages within the credit decision process where sustainability can serve as a determining factor for lending decisions. Drawing on the existing body of literature on Sustainable Finance, this study provides a comprehensive analysis of the benefits derived from sustainable credit decisions, offering valuable insights to the audience.

Jonas Wessel

Submissions: <https://uni-paderborn.sciebo.de/s/jlwumzW9DRgRUE4>

The influence of social media on private investment decisions of Generation Z

Social media has significantly influenced the investment landscape, especially for Generation Z. These platforms provide easy access to a wealth of investment-related information that was once limited to financial professionals. This has significantly reduced the amount of research required. As an individual who takes pleasure in long-term investment strategies, I have noticed that especially young people are drawn to riskier asset classes. This observation has motivated me to investigate how social media shapes Generation Z's investment decisions. My research aims to analyze the specific types of assets that young investors actively engage with and determine the extent of social media's impact on their decision-making processes. Additionally, I will critically examine the credibility of individuals who offer investment recommendations on these platforms. By understanding the impact of social media on investment choices, a valuable insight can be gained into the evolving investment behavior of the younger generation and the role of online platforms in shaping their financial decisions.



Chairpersons
Melisa Kökce; Marius Brümmer

Roundtable 1C: International business with focus on Asia
09:30 – 10:50, 16th June, Q2.228

Jingcheng Ba

Submissions: <https://uni-paderborn.sciebo.de/s/022WSKkspAzcZW>

A study of cross-border e-commerce in China: Opportunities and challenges for SMES

My research analyses the opportunities and challenges for SMEs in international trade, with a special focus on Chinese e-commerce platforms. Currently, cross-border e-commerce is booming. Compared to traditional trade, the Internet-based business model of cross-border e-commerce allows businesses to retail directly to individuals, which greatly improves efficiency and saves costs. Some large e-commerce companies, such as AliExpress and Shein, have opened up European markets and are offering goods at cheaper prices than the local European e-commerce platforms, but few of them feature Chinese SMEs. In my research, I will investigate these factors, with a focus on the challenges that Chinese SMEs face when entering foreign markets. My competition contribution will focus on the relevant literature supporting the study, which has the potential to contribute significantly to the development of Chinese SMEs in cross-border e-commerce and inform policies and strategies that support their growth and success.

Justin Bangina

Submissions: <https://uni-paderborn.sciebo.de/s/4wEr1ym0NS70jL>

Cultural challenges for German entrepreneurs in Southeast Asia

This research project analyses the cultural challenges faced by German entrepreneurs in Southeast Asia. As the global economy continues to expand, more companies are venturing into foreign markets. However, cultural differences in behaviour norms, communication styles, social hierarchies, and business practices can present significant challenges to their success. The primary motivation for this research is to gain a comprehensive understanding of the obstacles involved in establishing and managing businesses in Southeast Asia, particularly for German entrepreneurs. Given my personal aspirations to establish a business in Thailand, this topic holds profound significance for me. The findings of this study can also offer valuable insights to other entrepreneurs contemplating expansion into Southeast Asia. Key takeaways for readers include a deeper comprehension of the influence of cultural differences in international business and practical guidance on effectively navigating these differences to enhance the chances of success in foreign markets.

Elif Savci

Submissions: <https://uni-paderborn.sciebo.de/s/zK7jFKXCkStGHDx>

E-commerce for SMEs in emerging markets: Driving economic growth

My research focuses on exploring the potential for economic growth in emerging markets through the development and use of e-commerce by small and medium-sized enterprises. While already established countries participate in e-commerce and internationalise their retail businesses, emerging regions predominantly operate offline. Moreover, the economies in emerging markets are often weaker in comparison to those in advanced countries. Therefore, it is assumed that when emerging nations do not actively participate in e-commerce, their economies will continue to be fragile. I aim to show that, with the growing importance of online retail and global trade, it is important to strengthen small and medium-sized enterprises in order to contribute to economic development. My research will highlight the potential benefits and risks that SMEs may have for adopting e-commerce in developing countries, as well as the extent to which these markets may be able to use it to globalise their operations.



Sophie Marie Huster

Submissions: <https://uni-paderborn.sciebo.de/s/wMJObjndalvTek>

The potential of biomass as a new alternative to fossil fuels in Malaysia

My research analyses the potential of biomass as a new green energy source to help meet the increasing energy demand in Malaysia. Malaysia has a large deposit of fossil resources but due to the diminishing availability of fossil fuels, coupled with the upward trend in oil prices, there is a persistent interest in the exploration of alternative renewable fuels. As a developing country Malaysia is experiencing tremendous economic and population growth. Therefore, alternative energy sources are needed to support the country's energy needs in the future. The biomass industry in Malaysia has shown significant progress in relation to its positive carbon balance. My research aims to present the current state and prospects of palm oil biomass utilization in Malaysia. My competition contribution aims to foresee the potential of these promising waste resources to be used for energy products.

Anett Szilágyi

Submissions: <https://uni-paderborn.sciebo.de/s/S4qrTIIoHZMNLid>

Effects of long working hours on South Korean employees

My research analyses the working culture in South Korea with a particular focus on the aspect of overwork and the effects of long working hours on employees. South Korea is a country that has grown drastically from a rather underdeveloped nation to an industrialized economy in just a few decades. Thus, it is also ranked as one of the top 3 countries with the longest working hours a week (52 hours a week). Working an average of over 48 hours a week is viewed as long working hours according to the international labor organization. With this knowledge, my hypothesis is that under the success of the companies, numerous employees need to work overtime. In my research, I want to examine the personal and professional effects that long working hours have on employees and to what extent their culture contributes to this mentality of overwork in South Korea.

Yan Zando

Submissions: <https://uni-paderborn.sciebo.de/s/lvXWd4XQf28Apaj>

North Korea's abuse of AI to exploit economic vulnerabilities: A critical analysis

North Korea's undisputed reputation as one of the most isolated countries in the world often comes hand in hand with the assumption that the country is extremely limited in its technological advances. While this is mostly true for the civil society, North Korea's government is known to be a major security threat, being the perpetrators behind major cyber-attacks on important institutions such as banks, powerful companies or even certain governments. With the development of a seemingly limitless Artificial Intelligence accessible to the public, North Korea might set eyes on exploiting the breakthroughs of this technology for their own economic purposes. My research focuses on the analysis of North Korea's tendencies to illegally recreate modern technologies in order to aggressively obtain benefits and the potential danger of an omnipotent AI in the future. It will examine the potential threats of AI in the context of dictatorships capitalizing on the technological advancement of other countries.



Roundtable 2A: Workplace well-being
11:05 – 12:25, 16th June, Q1.203

Chairpersons
Enrico Peters; Katharina Redeker

Lea Abou Moussa

Submissions: <https://uni-paderborn.sciebo.de/s/Z59OqLdx6KJFzi>

Insights from Microsoft's disability policy: Challenges and support strategies for working with chronic illness

My research examines the challenges and effectiveness of employer support measures for employees with chronic illness considering the increasing prevalence of such conditions in recent years. Microsoft's disability policy is used as an example to identify effective practices. Chronic diseases have a significant impact on the whole life of the affected person, not to mention their working life. It is crucial to raise awareness of the challenges faced by these employees and to develop solutions to create equal opportunities and an inclusive work environment. As a result, they can fully develop their skills and talents, thereby enhancing their performances as well as the performance of the company. This work contributes to increasing the understanding of the challenges faced by employees with chronic diseases and provides insights into best practices that companies can take to create an inclusive work environment. The insights gained can serve as a basis for deriving recommendations for action for other companies that also want to address the support of employees with chronic illnesses.

Alina Brink

Submissions: <https://uni-paderborn.sciebo.de/s/w5FSIVg7Eg8Myil>

Workplace depression: The effectiveness of managerial education in reducing barriers of psychological management

My research analyzes the challenges of depression at the workplace, with a specific focus on educational efforts to destigmatize depression. Depression is one of the most prevalent mental disorders, causing direct and indirect costs for employers. Likewise, stigma and discrimination are hindering employees with mental health conditions to stay employed or successfully make their careers. While managers play a key role in establishing supportive work environments and work adjustments, there is a lack of understanding towards affected employees. My hypothesis is that educational programs can significantly improve the effectiveness of prevention strategies by transforming manager's attitudes and understanding towards depression. My competition contribution aims to identify barriers of an implementation of an effective psychological management, thereby giving the audience a wider understanding of the challenges and opportunities in supporting employees with depression.

Aleyna Coskunsu

Submissions: <https://uni-paderborn.sciebo.de/s/5l3RR2ggPc0VBAz>

Dealing with diversity in the workplace: Managing motivation and employee engagement during the ongoing globalisation

My research analyses the role of managers during globalisation and their activities of maintain employee motivation and engagement within a diverse workplace. Globalisation is an ongoing process and companies, as well as managers, have to deal with its consequences. Some of the consequences are that the workplace is becoming more diverse, with workers from different cultures, genders and ages working together, which can cause difficulties. Consequently, managers have lot of responsibility because they are in charge of their employees. It is in their hands to ensure the cooperation of their employees and form a fair working environment. Therefore, it is important for managers to consider what factors are affecting employees and how they can be solved. My competition entry will be based on my literature review findings. I will give the audience a broader understanding of this topic and point out what managers need to consider to manage motivation and employee engagement in a diverse workplace.

Julia Anna Kinder

Submissions: <https://uni-paderborn.sciebo.de/s/m5YqM9ziFkGQrY3>

The impact of a 4-day week on employee productivity and satisfaction

My research addresses the impact of a 4-day week on employees' productivity and satisfaction. Several countries around the world are experimenting with the new concept of the 4-day week. There are different working schemes to implement this concept: a 4/10 (4 days of 10 hours per day) or a 9/80 (two weeks of 9 hours work, every second Friday is a day off) which are just two of many more compressed workweek schedules. As I focus on human resource management, I am very interested in working for the benefit of employees and making work as pleasant as possible. As the performance of employees affects the performance and success of the company, it is essential to investigate whether there are positive or negative effects for the employees who work 4 days per week. I will identify the factors that are important for employee productivity and satisfaction and find out whether there are helped or hindered by a compressed working week.



Medina El Bachiri

Submissions: <https://uni-paderborn.sciebo.de/s/yhrI62K9jl89z5c>

Balancing work and family: The impact of remote work on working mothers' well-being

My research analyses the effect of remote work on mental health with a specific focus on working mothers. With the rise of remote work driven by the COVID-19 pandemic, companies are increasingly offering the opportunity to work from home which appeals to many employees due to greater flexibility and work-life balance. Working from home is also expected to become more common in the future because of increased digitization. However, most people underestimate the particular challenges faced by working mothers, who usually do most of the childcare and housekeeping. Stress at home, combined with the obligation to perform at work results in overworked mothers who frequently neglect their own well-being. The findings suggest that while remote work has advantages, it also has several downsides for mothers, including increased psychological distress and social expectations. Since research on working mothers is limited, my competition contribution provides the audience with a deeper understanding of this little-discussed topic.

Melike Korkmaz

Submissions: <https://uni-paderborn.sciebo.de/s/A1r8mYmBg8pHgFE>

Digitalization and mental health: The impacts of accessibility and flexibility on employee job satisfaction

My research examines the impact of increasing workloads due to the need for constant accessibility and flexibility in the wake of digitalization. The corona pandemic led to a new era of work as technologies empowered individuals to overcome limitations through remote work. Video conferencing, instant messaging, and other digital communication tools make it possible to work from anywhere at any time. Increasing accessibility can make it difficult to maintain a healthy work-life balance, as it becomes harder to find time to relax. Workers may feel compelled to work longer hours or be available outside of their assigned work hours, resulting in overwhelming workers and lower job satisfaction. In my study I focused on how digitalization especially remote work affects employee well-being and what measures companies can take to improve their management strategies. My competition entry will highlight the key literature underlying the research to provide the audience with a more nuanced understanding of the topic.

Neslisah Türkoglu

Submissions: <https://uni-paderborn.sciebo.de/s/t38aCpvRrsRIHXO>

The impact of a shorter work week on employee's well-being and organisational performance

My research analyses the impact of a four-day working week on the physical and mental health of employees and how beneficial it is for organizations. As already known, a usual working week (5-day working week) increasingly leads to health problems due to long working hours or heavy workloads. However, a shorter working week for everyone is currently up for debate among academics, policymakers, employers, unions, and the media. A 4-day work week is a timetable where employees work four days of the week rather than the more customary five days. This study aims to comprehend the idea of a shorter workweek, its advantages, drawbacks, and potential applications in the corporate environment of companies. The analysis can be beneficial for both employees and employers, as it can help determine whether you should also introduce the 4-day work week in your company to maintain employee performance and well-being.

Asena Evli

Submissions: <https://uni-paderborn.sciebo.de/s/d8DRRJJZuVqmnRzA>

Attracting talent and increasing organizational outcome through diversity and inclusion

My research project focuses on the impact of diversity and inclusion (DI) on talent attraction in organizations. A diverse workforce brings a wide range of perspectives, experiences, and skills, leading to improved innovation and problem solving. In addition, an inclusive workplace cultivates a feeling of belonging and empowerment among employees, allowing them to fully utilize their skills and abilities. My research aims to highlight the positive impact of DI on organizational outcomes, providing recommendations for hiring practices and diverse leadership representation to enhance competitiveness in a diverse business environment. The topic is significant for increasing the success and competitiveness of companies through diversity and inclusion and creates a better and fairer reputation for the company, which in turn attracts applicants. My competition contribution focusses on the impact of diverse teams on organizational outcomes, success diversity and inclusion practices, and strategies for attracting talents.



Chairpersons
Sarah Hniche; Mohamad Fouad Helali

Roundtable 2B: Leadership and decision-making

11:05 – 12:25, 16th June, Q1.213

Gereon Bornemann

Submissions: <https://uni-paderborn.sciebo.de/s/5jqK7okJsNJMRli>

The influence of remote work on decision making in business: Exploring the impact of personal interaction absence

My research examines the influence of remote work, and specifically the absence of personal interaction, on decision making in business. The decision-making process plays a vital role in organizational success, and understanding how it operates in remote work environments is crucial in today's evolving workplace. In remote work settings, decision making undergoes an exciting change compared to face-to-face interactions. The absence of in-person communication poses challenges such as reduced non-verbal cues, potential misinterpretations, and difficulties in building trust and rapport. The opportunities for decision making in remote work include leveraging a global talent pool, fostering autonomy, optimizing technology tools, promoting well-being, and realizing cost savings. By examining several aspects of the decision making in remote work, we gain insights and can consider solutions. The results of the literature review highlight the need for organizations to adapt their approaches to ensure effective decision outcomes in the digital era.

Robin Dölling

Submissions: <https://uni-paderborn.sciebo.de/s/U1oXGbf7cQjSDa>

The impact of emotional intelligence on transformational leadership

Leadership is essential for achieving organisational goals and creating a productive work environment. Transformational leadership, characterised by visionary leadership, inspirational motivation, intellectual stimulation, and individual consideration, have been extensively studied in the field of organisational behaviour. Research indicates that transformational leadership can enhance employee performance and motivation. Recently, attention has turned towards examining the impact of emotional intelligence on transformational leadership. Emotional intelligence involves understanding, recognising, and managing one's own emotions, as well as influencing the emotions of others. This session will explore the relationship between emotional intelligence and transformational leadership, its effects on employee outcomes, and its role in fostering effective leadership behaviours. Drawing upon real-life examples and analysing renowned studies, the presentation aims to provide valuable insights into how developing emotional intelligence in leaders can provide positive employee outcomes, ultimately contributing to organisational success.

Alexander Hill

Submissions: <https://uni-paderborn.sciebo.de/s/qKdVlsvH9mnFxlI>

The impact of naming and shaming on managerial and corporate decision-making

This research will analyse the effects that naming-and-shaming measures by financial regulators in the corporate and finance context have on the decisions of companies. Corporations are interested in maintaining a good reputation on the market and in front of their competitors, through which any public and reputational damages are more harmful than the imposition of a large fine. Naming and shaming are therefore powerful means for the authorities to address offenses. Public announcement of the company's name and its offenses are measures to make companies abide by the law. The aim of this work is therefore to analyse how these measures directly impact corporate decisions, how this mode of punishment is legally based and how it can be modified and enhanced. My competition contribution will allow the audience to understand the structure, effectiveness and implications of this aspect of law enforcement.



Laurenz Lennardt

Submissions: <https://uni-paderborn.sciebo.de/s/2CmcCi4MgVynLub>

The effect of visibility of one's actions in a classic dictator game on strategic ignorance

"Ignorance is bliss" is a well-known English proverb. Many human decisions can be explained with this motto. Individuals tend not to acquire information, even though it is easy to find if they fear negative emotions. This effect is described in science as strategic ignorance. I believe that this effect occurs because our action is not visible to others. This gives us room for ignorance. Therefore, I want to find out whether people show less strategic ignorance when their action is visible to others, more specifically, to the person they affect with their decision. My research will contribute to the understanding of human behavior. Strategic ignorance is a rather new topic the research and thus not yet widely researched. My competition contribution aims to provide insight and understanding of human behavior in relation to social image.

Vivien Ritter

Submissions: <https://uni-paderborn.sciebo.de/s/RoPHVborONycAP0>

Leading effectively by leveraging neuroscientific knowledge: An analysis of neurotic hormones and their effects

This paper investigates the potential for effective leadership through the application of neuroscientific knowledge. More specifically, it explores how neurotic hormones impact leadership effectiveness. Neurotic hormones such as cortisol, adrenaline and serotonin play a significant role in the human body's stress response system and can adversely impact decision-making, communication and overall job performance. My research explores the latest findings regarding neurotic hormones and leadership effectiveness, focusing on ways in which hormones may either enhance or hinder productivity at the workplace. Ultimately, this paper proposes that leaders who can successfully manage their stress responses and use neuroscientific knowledge to support their team members will be more successful at leading. Furthermore, it enables them to establish a healthy and effective work environment. By understanding the impact of neurotic hormones on the human body, leaders can create strategies to minimize negative effects while increasing positive outcomes for themselves, their employees and their organizations.

Marie Tezlaff

Submissions: <https://uni-paderborn.sciebo.de/s/CGC6DpYK0Ck578W>

The impact of "overplacement" in economic decisions and methods for improving accuracy

My research analyses the phenomenon of overconfidence and its main causes, with a particular focus on overplacement. Overconfidence has been observed in a variety of domains from driving to sports, but the overall result revealed that most individuals tend to believe they are better than average in terms of their skills, knowledge, and prospects. Current literature identifies three types of overconfidence: overestimation of one's own skills, overprecision of knowing the truth, and overplacement of one's abilities relative to others, the focus of my research. Overconfidence has been linked to overinvestment, the sinking of the Titanic, and even wars, thus it is worth examining the phenomena and considering how realistic assessment might be fostered. My research will add to an important debate as overconfidence is omnipresent in societies, and it needs to be determined which factors lead to this misinterpretation and to what extent overplacement occurs. My competition contribution will concentrate on the key literature from economic and psychological research, therefore providing the audience with a more nuanced grasp of the subject.



Chairpersons
Milana Alieva; Laura Schulz

Roundtable 2C: International business and economics
11:05 – 12:25, 16th June, Q2.228

Yolanda Naa-Merley Danso

Submissions: <https://uni-paderborn.sciebo.de/s/ZSxLIbatR8T39Yx>

Beyond growth: Unraveling the paradox of Ghana's persisting poverty amidst fast economic growth

Intrigued by Ghana's poverty problem amidst rapid economic growth, I delve deeper into this paradoxical issue. Although Ghana has garnered recognition for its economic progress in recent times, boasting impressive GDP growth rates and enhanced macroeconomic indicators, poverty and inequality still plague the country. My study aims to investigate the factors that contribute to this paradox by examining various dimensions such as income distribution, access to basic services, and social mobility. It identifies fundamental challenges that impede poverty reduction in Ghana, including scarce job creation and insufficient social welfare systems, which pose significant obstacles and hinder the population from reaping the full benefits of economic growth. For the competition contribution, my research discusses the structural challenges and consequences of inequity and corrupt governance. The findings of this research provide valuable insights for policymakers, urging interventions that combat inequality and corruption. By addressing these challenges, it can tackle the multidimensional nature of poverty and ensure sustainable and inclusive development in Ghana.

Melisa K kce

Submissions: <https://uni-paderborn.sciebo.de/s/x91ldE2NrVJqZ5d>

The Inflation Reduction Act and its implications for Europe

My research addresses the US Inflation Reduction Act (IRA) and its impact on the European Union as an industrial location. The IRA was passed in 2022 and is intended to make a contribution to climate protection by promoting green technologies in particular. While the law focuses on environmental concerns, the research reveals that the USA has broader economic and political interests. By offering tax credits for local-content requirements, the US intends to strengthen its domestic market and reduce dependencies, which creates disadvantages for Europe's industrial competitiveness. My research aims to contribute to an understanding of current political and economic developments affecting the member states of the European Union, especially Germany. My competition contribution will focus on the key literature analyzing the new US legislation while offering the audience the opportunity to understand why it is so important that the European Union takes action as a response to the IRA.

Aristeidis Liakos

Submissions: <https://uni-paderborn.sciebo.de/s/VbpW8Nfri2LUjFt>

The taxation of MNEs in emerging economies: Challenges and potential solutions

The taxation of multinational enterprises (MNEs) has been a major topic of debate in emerging economies. When it comes to taxation in emerging economies, MNEs play an important role because they enable economic growth with money coming from outside. For this reason, the tax systems in threshold countries tend to be far more attractive to multinational enterprises compared to already developed countries, transferring whole businesses out of industrialized nations, not only in terms of paid taxes but also in tax planning strategies. What is it that makes these countries so attractive for businesses in general, specifically multinational enterprises, when it comes to taxation? In my contribution, I will focus on tax law, especially corporate income tax, and compare it with the tax system of developed economies, not only comparing the strictness of these systems but also the complexity of taxation in general. I then will identify the most attractive tax rules for multinational companies that lead to important business decisions.



Robin Spalke

Submissions: <https://uni-paderborn.sciebo.de/s/Y255zffNKjNFMWv>

The impact of 3D printing on social entrepreneurship in developing countries

My research explores the role of 3D printing in promoting sustainable social entrepreneurship in developing countries. As developing countries face a range of social and environmental challenges, they need innovative solutions that promote sustainable development. Through 3D printing, entrepreneurs can create affordable, environmentally friendly, and customisable products that meet the specific needs of their communities. However, little research has explored the impact of 3D printing on social entrepreneurship in developing countries. My research aims to fill this gap by exploring the potential of 3D printing to empower social entrepreneurs, promote sustainable development and address social and environmental challenges. To realise the various benefits of 3D printing, challenges need to be overcome. By exploring the role of this technology in the transition to a more sustainable industrial system, a clearer understanding of its importance will be gained. My competition contribution presents key findings based on relevant literature and provides practical recommendations for entrepreneurs, policy makers, and investors.

Ala Yousuf

Submissions: <https://uni-paderborn.sciebo.de/s/gcYEQtqFdWOYDzN>

Education crisis as an obstacle to development with focus on Syria

My research analyses the impact of educational deficiencies on the development of emerging and developing economies, with a particular focus on the regression of the Syrian economy since the beginning of the civil war. Before the war, Syria was a developing country with a high education rate and a well-functioning economy. Today, it has fallen sharply in the UN Development Index and is currently listed behind Sudan and Afghanistan. While the daily interaction between Syrians and Germans is a demonstration of the government's effective integration efforts, it is important to draw attention to the current situation in Syria and its neighbouring countries. My research will contribute to an important debate about the role of education in the recovery of the Syrian economy and what skills need to be developed to get the population back to at least the pre-war education rate. Recognizing the significance of entrepreneurship in promoting economic progress, my competition contribution focuses on the correlation between education and entrepreneurship.

Emily Hergert

Submissions: <https://uni-paderborn.sciebo.de/s/nO08ZEpWljeRIIO>

A comparative analysis of the Russian and German economy during the Ukraine war

My research analyses the impact of the Ukraine war on the Russian and German economy, specifically focusing on the gas industry. The Ukraine war, which began in February 2022 still has a significant impact on the economy worldwide. Nevertheless, due to its heavy dependence of Russian gas, especially Germany suffers from consequences appearing from the war. As a result of sanctions, the Russian economy presently enduring a phase of recession. My research examines the role of the past Russian-German trade partnership in terms of rising energy prices and the influence of the Ukraine war on the economies and energy sectors of both countries. My competition contribution will focus on providing an overview on Germany's dependency to Russian gas, thereby giving the audience an understanding why Germany is dependent on Russian gas and the consequences of this dependency by focusing on various studies that examine the influence of the war on the energy sector as well as the economy.

Ian Eberhardt

Submissions: <https://uni-paderborn.sciebo.de/s/0bVjuytQqbPox87>

Increasing labor and production costs: A turning point for the German economy?

The objective of my research is to analyze the current state of the German economy. In recent years, a large number of German businesses have opted to offshore their production. According to projections, 25% more German businesses will follow this trend in the next five years. Otherwise, due to decreased competitiveness, these businesses risk a loss of their marketshare on the worldwide market. The primary drivers behind this trend are rising labor and production costs in Germany. As a result of offshoring production sites, concerns arise about the viability of the domestic labor market for future generations. It is predicted that there will be a decline in demand for German employees in the primary and secondary sector. My research will contribute to the ongoing discussion on the outlook for the German economy and the potential of an impending recession. Additionally, I will explore the measures that Germany plans to implement in order to manage and mitigate the trend of offshoring.



Chairpersons
Nicole Nizovskij; Alina Brink

Roundtable 3A: HRM and employee development **13:00 – 14:20, 16th June, Q1.203**

Christin Drolshagen

Submissions: <https://uni-paderborn.sciebo.de/s/PkodFNTQqSkXEUO>

Applications and future potentials of HR Analytics: A qualitative analysis exemplified by a family business

My research investigates the applications and future potentials of Human Resources (HR) Analytics using the example of a family business and focusing on the perspectives of works council members, HR experts, and employees. HR Analytics involves the collection, analysis, and evaluation of data across the entire personnel domain in areas like employee recruitment, commitment, and retention. Family-owned businesses are characterised by a keen sense of employee value, which is fostered by trust and a deep corporate identification. Given this personal dynamic, preserving the corporate culture and maintaining company values and traditions become paramount, especially when incorporating HR Analytics for greater transparency. My research aims to address how HR Analytics supports evidence-based management and provides employee predictions while respecting diverse stakeholder perspectives. My competition contribution focuses on key literature and the results of my qualitative analysis. The findings will offer valuable insights for effectively implementing HR Analytics in family-owned companies.

Natalia Kozhevnikov

Submissions: <https://uni-paderborn.sciebo.de/s/vsaN56IAP06EcjL>

The effectiveness of trade unions in promoting employee empowerment within large corporations

My research investigates the effectiveness of trade unions in promoting employee empowerment within large corporations. In the contemporary business environment, it is not uncommon for profit-driven companies to exploit their workforce. Therefore, trade unions are often utilized as a tool to protect and empower employees. In theory, trade unions should be highly advantageous for all parties involved in a corporation. However, their effectiveness is frequently questioned, as they often struggle to translate their considerable potential into meaningful action. My research aims to pinpoint the primary factors hindering trade unions from realizing their full potential, with particular attention to inconsistencies among stakeholders. Based on existing literature, my research offers valuable insights into the ongoing discourse surrounding the value of trade unions by providing a deeper understanding of their opportunities as well as their inherent limitations. This analysis will benefit stakeholders of all types as it establishes a framework for enhancing the effectiveness of trade unions, thereby fostering heightened employee satisfaction and increased labour productivity.

Julian Martini

Submissions: <https://uni-paderborn.sciebo.de/s/CsdYhBwjMDLm2By>

Mindsets in individual and personnel development: The secret key to success

Mindsets play a major role in personal and personnel development, having a direct impact on a person's ability to learn and grow. My research will address how to establish a growth mindset in oneself and others and how to not get stuck in a fixed mindset. The belief of a growth mindset leading to greater success and satisfaction in both personal and professional life is the main motivation for this topic. In this competition contribution, I will address the importance of understanding fixed and growth mindsets, as well as some strategies for manifesting a growth mindset and how your individual and professional life can benefit from a growth mindset. The key takeaway is that no mindset is fixed, and that every mindset can be altered into a growth mindset using the right strategies, for individuals and teams.



Rachel Anne Schneider

Submissions: <https://uni-paderborn.sciebo.de/s/q0aAjv2XdY6tu8t>

Help or harm? The impact of HR Analytics on employer attractiveness

My research examines the impact of Human Resource Analytics (HRA) on employer attractiveness, specifically focussing on potential employees' perceptions of HRA methods in the hiring process. The use of data analytics is a relatively recent phenomenon in the HR sector, with the aim of the approach being to support evidence-based and unbiased decision-making processes. Existing literature has predominantly explored the impact of HRA on current employees and mainly highlighted issues with HRA tools themselves in the area of hiring. However, the Computer Science literature has focussed on the perceptions of HRA usage among potential employees and associated effects these might have. There has been little in the way of interchange between these two literature streams. As a result, this research aims to synthesise these two strands of literature and bring them into dialogue. In doing so, it will generate a more holistic understanding of the usage and problems present in HRA utilisation in recruitment.

Noah-Raphael Franz Schmitz

Submissions: <https://uni-paderborn.sciebo.de/s/ZYAwjbSpsvKTsjg>

The impact of AI on Human Resource Management: A critical review

My research investigates how artificial intelligence (AI) can be used to improve a company's hiring process and the impact this can have on the company's overall competitiveness. As one of the most disruptive technologies of the 21st century, it is crucial to understand how AI can be effectively integrated into business operations. In Human Resource Management, AI has the potential to significantly improve recruitment processes, resulting in cost savings and increased efficiency. However, it is important to be aware of the potential drawbacks, such as the risk of biased training data leading to discriminatory outcomes. My research focuses on analyzing the advantages and disadvantages of using AI in recruitment and how it can be used to increase productivity while emphasizing the importance of ethical considerations to ensure fair and unbiased recruitment. By exploring the potential benefits and limitations of AI in Human Resources, I aim to provide insights into how organizations can sustain their competitiveness in the digital age.

Niclas Trostmann

Submissions: <https://uni-paderborn.sciebo.de/s/GmEeXGPj98XOzrk>

Adapting to Work 4.0: The evolving role of competencies in Human Resource Management

The digital transformation of the economy and society is increasingly impacting the field of human resource management. In the age of Work 4.0, employee competencies are constantly evolving and must be adapted to the changing world of work. Digital skills in particular must be learned continuously in order to be able to participate in the new digital working society. This results in both opportunities and challenges for organizations and individuals. This analysis examines the impact of Work 4.0 on Human Resource Management and the competencies that will become increasingly important in the future. Through a literature review, the analysis identifies the key competencies that will be required for success in future work. Overall, this analysis aims to provide insights into how companies can effectively manage the transition to Work 4.0 while ensuring that their employees have the necessary skills to succeed in the new digital age. The analysis concludes with an outlook on future measures for companies and continuous competence development in the context of Work 4.0.



Chairpersons
Regina Penner; Anna Goner

Roundtable 3B: Entrepreneurship and innovation 13:00 – 14:20, 16th June, Q1.213

Milana Alieva

Submissions: <https://uni-paderborn.sciebo.de/s/wd9jeM4bW3MPmqb>

Exploring the role of digital technologies in the emergence and growth of new fashion entrepreneurship

My research analyses the role of digital technologies in the development and expansion of entrepreneurship, with specific focus on the fashion industry. In the recent years the fashion industry has undergone a significant transformation with new technologies such as e-commerce, social media and artificial intelligence. This conversion caused a disruption of traditional business models and enabled new forms of entrepreneurship to emerge in different areas of the fashion business. My research aims to analyse how digital technologies have facilitated the emergence and growth of new fashion entrepreneurs and the challenges they face in using these technologies effectively. The research question I seek to address is: How have digital technologies contributed to the emergence and growth of new fashion entrepreneurship, and what difficulties do these entrepreneurs face in leveraging these technologies successfully? My competition contribution will focus on the key literature underpinning the research, thereby giving the audience a more nuanced understanding of the topic and highlight the key takeaways for future entrepreneurs seeking to utilize digital technologies in their companies.

Jonas Belghiti Alaoui

Submissions: <https://uni-paderborn.sciebo.de/s/Ggn8a8kmvChPt0o>

Balancing basic and applied research: The key to enhancing regional innovation

This paper investigates the balance between basic and applied research at universities and its key role in stimulating regional innovation. The duality in research, shaped by the futuristic orientation of basic research and the immediate industrial impact of applied research, presents challenges for universities. They must balance responding to short-term industrial needs with achieving long-term scientific goals. This paper aims to identify the optimal balance in research to meet both objectives and foster regional innovation with long-term success. Using the Triple-Helix-Model as an analytical lens, the study illustrates the dynamics between university, industry, and government, while hypothesizing that the ideal balance may vary across different industrial sectors. By analysing the current research landscape in terms of research strategies and assessing their impact on regional innovation, this paper is a valuable resource for anyone involved in shaping and implementing research strategies.

Vincenzo Valentino Boccadamo

Submissions: <https://uni-paderborn.sciebo.de/s/4P7Z2oVsJnYXNnY>

Key factors why entrepreneurial activities are likely to fail

My research analyses the key factors why entrepreneurial activities are likely to fail, with a specific focus on entrepreneurial activities in established organisations and enterprises. Innovation is a key factor for established organisations to survive the competition they will have to face in globalized markets. Therefore, the amount of entrepreneurial activities in established firms is significantly growing over the last few years. Furthermore, experts agree, that entrepreneurial activities are likely to improve the performance of established companies. However, many entrepreneurial activities in established organisations and enterprises do fail thus, my research highlights the boundaries and risks of these activities in established organisations. My competition contribution will focus on the key literature to provide the audience with a more nuanced understanding of the topic and will outline key factors and how they can lead entrepreneurial activities in organisations to fail.



Mohamad Fouad Helali

Submissions: <https://uni-paderborn.sciebo.de/s/pWrolOFWTUvFLIW>

Unleashing entrepreneurial passion: Factors shaping entrepreneurial intention

This study investigates the key factors influencing entrepreneurial intentions across various contexts. Drawing upon a comprehensive review of literature, I identify several influential elements in shaping individuals' inclination towards entrepreneurship. The findings reveal the significance of entrepreneurial self-efficacy, proactive personality, and entrepreneurial passion in predicting entrepreneurial intentions. Additionally, the mediating role of self-efficacy is highlighted in the relationship between creativity and entrepreneurial intentions. Moreover, the impact of societal factors, such as institutional individualism-collectivism orientation and the presence of nascent entrepreneurs, on entrepreneurial intentions is examined. Furthermore, I address the influence of dispositional fear of failure on entrepreneurial self-efficacy and intentions. The study also emphasizes the importance of role models, attitudes, and education in fostering entrepreneurial intentions. The research contributes to the understanding of the complex dynamics surrounding entrepreneurial intentions and provides valuable insights for policymakers and educators seeking to promote entrepreneurship in diverse settings.

Sarah Hniche

Submissions: <https://uni-paderborn.sciebo.de/s/cZdGW89cak1sf3p>

Transnational entrepreneurship and its impact on the economy with a focus on Morocco

My research addresses the meaning and the importance of transnational entrepreneurship (TEs) and explores what affect it has on the economy with a focus on Morocco. A substantial number of Moroccans are living abroad, either through migration or being children to immigrant parents thus, being the second generation. Therefore, Morocco has many promising talents abroad which harbour immense potential in the field of entrepreneurship. My competition contribution will assess what the reasons for Moroccans are to leave the country and start businesses abroad. Furthermore, it will examine how the Moroccan government promotes innovation in comparison to European countries. My research looks to contribute valuable insights on how important TEs are not only for Morocco but for any other country, as migrating has become a trend among young people. Moreover, it will look at how the Moroccan economy can take advantage of TEs to contribute to the economy.

Mia Matzke

Submissions: <https://uni-paderborn.sciebo.de/s/KIMEKqhXG1Sm1D>

The hierarchical shift: The attraction of start-ups for the younger generation

My research aims to explore the question of why the younger generation is more likely to choose start-ups as employers instead of traditional companies. In recent years, there has been a notable increase in the relevance of start-ups, leading to a rapid growth in their numbers. As an employer, they seem very advantageous, especially because they strive for a very flat hierarchy and therefore refrain from more formal structures. This approach has an impact on the decision-making process, communication, motivation, and productivity in young companies. In my research, I will particularly focus on this aspect of organizational culture and discuss why it might be more beneficial and appealing for new employees than more traditional companies. I will highlight the most important factors that favour working in start-ups and clearly distinguish them from traditional structures. My competition contribution will focus on the strengths and weaknesses of the hierarchical structure of start-ups and thus provide a basis for debate.



Chairpersons
Yolanda Danso; Ala Yousuf

Roundtable 3C: Cross-cultural management 1 **13:00 – 14:20, 16th June, Q2.101**

Berre Gümüştas

Submissions: <https://uni-paderborn.sciebo.de/s/fcMdwIQ9LX4HMs>

The impact of shared leadership on team performance in global virtual teams

My research analyzes the role of shared leadership in global virtual teams (GVTs) and its potential to enhance team performance. With the ongoing process of digitalization and technological advancements, GVTs are increasingly common in today's globalized world. This rise has enabled collaboration among diverse members across geographic boundaries and technology to perform their core work activities. However, leading GVTs raises challenges due to the growing geographical distance and cultural diversity among team members. Therefore, the concept of shared leadership has emerged, which involves the distribution of leadership responsibilities among multiple team members. Considering the substantial diversity within these teams, it raises the question of whether this approach is effective in terms of incorporating the perspectives of all team members to optimize team performance. With my research, I aim to investigate the impact of implementing shared leadership on team performance in GVTs in order to contribute to the ongoing debate on shared leadership as a leadership approach and provide a more nuanced understanding of the topic.

Rümeysa Kubatoglu

Submissions: <https://uni-paderborn.sciebo.de/s/WVAb7mvMAYpr3fe>

The impact of cultural diversity on team effectiveness in international business

My research explores the impact of cultural diversity on team effectiveness and the underlying reasons for ongoing problems. Cultural diversity within teams has become a significant focus in today's globalized world. Cultural diversity profoundly impacts team effectiveness, fostering creativity, innovation, and problem-solving capabilities. However, challenges persist in leveraging cultural diversity within teams. By addressing communication barriers, biases, and lack of inclusivity, organizations can optimize the benefits of cultural diversity. My research will address these challenges by investigating effective strategies that organizations can employ to maximize the advantages of cultural diversity. By overcoming the challenges associated with cultural diversity, organizations can unlock their full potential. This research aims to provide insights and recommendations to enhance team performance and achieve strategic objectives through inclusive collaboration. By exploring the significance, challenges, and strategies associated with cultural diversity, my competition contribution seeks to foster greater team effectiveness and an advanced understanding of this topic.

Mariana Rachko

Submissions: <https://uni-paderborn.sciebo.de/s/E02U0hctmiAReFc>

The importance of building trust by international business leaders in their relationships within a digital environment

With the increasing globalization of business, the use of international virtual teams has become more common. However, good performance in international teams can be influenced by factors such as trust, communication, and leadership. Business leaders of the 21st century need to understand how best to overcome challenges to ensure good performance in the age of modern technology. Today, enhancing trust among international business leaders and their employees can improve mutual understanding, consequently increasing work productivity. My research aims to explore the importance of building trust in a digital environment and how it is established by business leaders. However, my work also discusses the opportunities and challenges faced by international business leaders in their digital teams. My competition contribution will focus on the skills required by business leaders to successfully lead their teams and how to overcome the challenges of building trust, thereby enhancing the audience's understanding of how business leaders can increase productivity in the future.



Thanja Rameswaran

Submissions: <https://uni-paderborn.sciebo.de/s/ZIOBXDXyRYXqhBW>

From conflict to innovation: The impact of conflict management on virtual team creativity in multicultural environments

My research focuses on the conflicts commonly encountered in global virtual teams and their impact on team performance and creativity. The shift towards remote work, driven by the pandemic, has led to increased adoption of global collaboration among organizations. While this presents new opportunities, it also brings forth new challenges caused by cultural diversity. Literature classifies these conflicts into different categories, including task, relationship, and process conflicts, which can be attributed to different cultural factors. Solving these problems efficiently plays a critical role in shaping the outcomes of global virtual teams. My research aims to contribute to the understanding of the challenges faced by global teams and to identify effective approaches for managing conflicts within these global virtual teams. My competition contribution provides practical insights and recommendations for organizations seeking to overcome these challenges, foster collaboration and optimize the performance of their global teams.

Lena Michels

Submissions: <https://uni-paderborn.sciebo.de/s/VdZscKMJm5HToNw>

Cultural differences in nonverbal communication: An analysis of gestures and body language in different cultures

Nonverbal communication is an essential element of human interaction and is crucial for every-day interactions such as those in our personal and professional relationships, as well as cross-cultural communication. As a native of Venezuela, I have had plenty of experience with nonverbal miscommunication, particularly when I went to Germany and had not yet acclimated to the German culture. In order to discover and analyze cultural differences in nonverbal communication, this research focuses on the use of gestures and body language in various cultural contexts. This study examines numerous nonverbal communication ideas and viewpoints. This research identifies similar gestures and body language as well as cultural variations in their interpretation and meaning by examining examples from other cultures. The findings from the study can be used to encourage cultural sensitivity and understanding, especially in cross-cultural interactions where nonverbal communication is so important. In general, this study emphasizes how critical it is to identify and comprehend cultural differences in nonverbal communication in order to enhance cross-cultural communication and foster intercultural understanding.



Chairpersons
Monika Bese; Chiara Süpke

Roundtable 4A: Generational work perspectives
14:35 – 15:55, 16th June, Q1.203

Ragavy Aravinthan

Submissions: <https://uni-paderborn.sciebo.de/s/MVqbadi6e5OFhze>

Career orientation: The influence of social media on the career orientation of young people

My research analyses the influence of social media on the career orientation of young people and how different applications can be used as a source of information. Nearly every fourth teenager has used or uses social media to gather information about possible jobs that they find interesting. Due to the pandemic career orientation offers have been digitalised. Social Media has become increasingly popular and an overlooked trend that many firms, schools and universities have not noticed yet. Therefore, it is essential to analyse the transformation of the offerings to social media platforms in order to support teenagers with the helpful content that they need. My competition contribution highlights the opportunities and risks of using social media applications for professional research activities. In addition, it will add to a better understanding of those applications and show that this new information source has a lot of unused potential.

Nicole Erbes

Submissions: <https://uni-paderborn.sciebo.de/s/5LZpJ8YYYuPFD4x>

Meeting the expectations of Generation Z in the workplace: Impact on organizational success

Generation Z is characterized as an innovative, technologically sophisticated, and creative generation that values diversity and sustainability. This young workforce has started to enter the market and is eager to learn and lead. However, this generation has not only brought new talent and opportunities, but also new needs and expectations that organizations must meet. It is crucial for organizations to understand Generation Z's values and consider accommodating them into organizational practices. In my competition contribution I aim to explore ways in which organizations can recognize and incorporate Gen Z's values and work styles into organizational practices to promote organizational success. Therefore, I will conduct a literature review that examines Generation Z's expectations and values, highlighting their divergences from previous generations. Additionally, I will analyze real-world examples of companies that have undergone organizational changes in response to Generation Z's emergence, investigating the outcomes and effects of these adaptations.

Lisa Hinz

Submissions: <https://uni-paderborn.sciebo.de/s/TDbtyf3qcXJ05bl>

Gen Z entering the workplace: How can their expectations be aligned in the current workforce and what can employers do to ensure success and integration on both fronts?

My research analyses Generation Z increasingly entering the job market in the coming years and how they will meet specific requirements for their employers and working conditions. Given that Gen Z grew up with technology and well-developed technological skills, they value work-life balance, diversity and inclusion and want to do meaningful work that aligns with their values. My hypothesis is that the problem consists in working together with millennials and aligning values from both generations. Millennials are often so used to their routine, that it might be hard to combine for example different communication styles. In my research I want to investigate why effective integration of the Gen Z requires companies to understand their values and preferences and create a supportive work culture. I will focus on the results of a survey I aim to conduct. Not only participants, but also employers will benefit from my analysis.



Enrico Peters

Submissions: <https://uni-paderborn.sciebo.de/s/Au2B3GzqSa1B5hv>

Generational perceptions of employee empowerment: Impact on satisfaction and retention

Today's workforce is diverse and made up of people from different generations who have different values, attitudes, and expectations about their work and workplace. Employee empowerment typically leads to higher job satisfaction and retention, but it is unclear whether this approach is perceived and valued differently by different generations. The main goal of my research is to investigate whether different generations perceive employee empowerment differently, and whether understanding generational differences helps organizations better target the needs and expectations of their employees. This research question is motivated by the importance of employee empowerment which ultimately leads to better organizational performance. Key findings include how different generations perceive employee empowerment, the extent to which it affects their job satisfaction and employee retention, and the implications for companies to improve their empowerment practices.



Chairpersons

Vincenzo Boccadamo; Gianluca Grasso

Roundtable 4B: Artificial intelligence 1
14:35 – 15:55, 16th June, Q1.213

Eliana Bauer

Submissions: <https://uni-paderborn.sciebo.de/s/St0UW8QTeQRFqM6>

The role and impact of artificial intelligence in higher educational institutions

My research focuses on examining the role of artificial intelligence (AI) in higher educational institutions (HEIs) and the impact this new technology has on teaching and learning methods for students. In recent years, AI has revolutionized higher education and rapidly become an essential tool for the education sector worldwide by providing personalized learning experiences and student support. This seems to be a promising advancement for education, as it allows in some parts of education for more efficient and effective learning. However, there are many serious concerns regarding the ethical and social implications, and it is crucial to strike an optimal balance between the benefits and potential risk of AI for students. Thus, with my research, I would like to consider factors related to the extent to which artificial intelligence in higher educational institutions is advantageous. My competition contribution will therefore focus on key literature underpinning the research, thereby raising awareness of the topic among competition participants and organizations.

Marius Brümmer

Submissions: <https://uni-paderborn.sciebo.de/s/Zu4mLxTy47463k>

The impact of AI on the working conditions of truck drivers

My research analyzes how artificial intelligence can affect the working conditions of long-haul truck drivers now or in the future. Today, logistics companies worldwide suffer from truck driver shortages. One reason young people decide against working in this industry is the poor working condition, characterized by stress, physical and psychological strains, under which truck drivers operate. As economies rely on the transportation of goods, forwarding companies need to address and improve the current working conditions. Through analyzing literature on the working conditions of truck drivers and the impact of artificial intelligence on the transport industry, I want to evaluate their potential for improvement in truck drivers' daily business. Main enhancements can be found in safety, workload, and well-being. Further, AI has the potential to substantially change the working conditions and job design of truck drivers through automation and digital assistance.

Mohammed Murad Khan

Submissions: <https://uni-paderborn.sciebo.de/s/P5Zq2mSluSI21E8>

Responsible AI: A framework for businesses committed to ethical innovation in the age of AI

My research offers a framework for businesses to develop and implement ethical AI practices to ensure compliance with social and moral values, norms, and beliefs. Within a brief period, AI has sparked one of the biggest technological revolutions in the history of humankind, with innovations in this field being introduced to the public regularly. As artificial intelligence plays an increasingly important role in our daily lives, my research in this area will shed light on the contexts in which this technology should be used to contribute to human and environmental well-being and how exactly we can mitigate potential risks and harms to individuals, communities, and the environment. In particular, issues of inequality, consumer privacy, transparency, accountability, and security need to be addressed to meaningfully shape the future of AI. My competition contribution will highlight the increasingly vital role of responsible development of AI business practices to allow AI to evolve in a sustainable, ethical manner that benefits both businesses and society.



Carla Massenberg

Submissions: <https://uni-paderborn.sciebo.de/s/VyCUp3GxvJ1pucl>

Effective implementation of AI in marketing: Exploring benefits and challenges

In recent years, Artificial Intelligence (AI) has gained widespread popularity as a powerful tool for companies to improve their marketing efforts. AI's ability to analyse real-time data and predict consumer behaviour positions it as a crucial technological advantage in marketing. Companies use AI to improve the customer experience, optimise pricing strategies and automate various marketing tasks, among other things. My research focuses on exploring the benefits that companies derive from using AI in marketing, as well as the existing limitations and challenges. I will concentrate on recent applications of AI in marketing and their impact on customer experiences, while also addressing current limitations and what can be expected in the future. Through a review of the recent literature my competition entry aims to provide the audience with an understanding of AI implementation in companies' marketing strategies and offer insights into the transformative potential of AI in shaping the future of marketing.

Christian Meier

Submissions: <https://uni-paderborn.sciebo.de/s/CwM8o8nm8fDIJ3C>

Freight route optimisation: The potential of algorithm-based freight matching in German logistics

Lorries are the most heavily used means of land transport for freight in Germany. However, more than a third drive completely empty on German roads resulting in the accumulation of around 6.78 billion empty kilometres yearly. It is an environmental problem due to unnecessary carbon emissions and an economic problem as potential revenue is missed. This begs the question of how logistics firms can optimise current processes to prevent the issue's continuation. Finding suitable freight in time, especially for return drives, can be extremely challenging. One reason is the vast amount of data dispatchers need to manage daily. However, missing or belated data contributes to the issue as well. According to initial tests, linking many companies' data and using software for analysis and quick notification could be a promising solution. Therefore, my research aims to outline the viability, potential benefits and challenges of using algorithm-based software for freight route optimisation.

Nicole Anna Stempa

Submissions: <https://uni-paderborn.sciebo.de/s/GRELb3uH6pjuVKm>

Promoting innovation and protecting rights: The role of global AI regulation

My research analyses the different approaches in the regulation of Artificial Intelligence (AI), with a specific focus on global AI regulation. Over the past several years, there has been rapid progress in AI and a spread of AI-based applications, raising concerns about how to ensure that AI is beneficial rather than detrimental. Namely, AI regulation endeavours to strike a balance between promoting innovation and protecting individual rights, as well as promoting the well-being of society through the development and deployment of AI technologies. My research question will contribute to an important debate on how regulations can foster innovation and competition in the AI field while preventing anti-competitive behavior and ensuring equal opportunities for different stakeholders. Particularly, which influences a globally secured AI regulation delivers. This competition contribution will provide the audience with a deeper understanding of the topic by reviewing important literature.

Timur Tagiyev

Submissions: <https://uni-paderborn.sciebo.de/s/9Wh8V8YGoKeW946>

ChatGPT in the context of FinTech: An analysis of the opportunities, risks, and impact on banks

My research analyzes whether and to what extent ChatGPT can be used as a financial technology (FinTech) to conclude practical implications for banks. Artificial Intelligence (AI) is becoming increasingly prevalent in society. Furthermore, corporate investments in AI have surged by 1300% in the previous ten years. Consequently, we are in the midst of a transformation process that affects the financial industry. ChatGPT has become an indispensable part of this shift, being used by one million users within the first five days of its release, whereas it took companies like Twitter two years to reach this milestone. According to the pre-ChatGPT literature on AI in banking, academics concur that adopting AI in banking operations fundamentally improves efficiency and profitability. However, due to the novelty of ChatGPT, not enough research has been done on its impact on banks. My competition contribution aims to fill this gap by outlining the potential benefits and risks arising from implementing ChatGPT as a FinTech in bank business operations.



Chairpersons
Rachel Schneider; Sarah Kepper

Roundtable 4C: Cross-cultural management 2

14:35 – 15:55, 16th June, Q2.101

Fatima Hammoud

Submissions: <https://uni-paderborn.sciebo.de/s/zmdXTi9zoi17a>

Developing cultural intelligence for effective global leadership: Enhancing cultural awareness, adaptability and competence

My study aims to explore the concept of cultural intelligence (CQ) and its significance in enhancing the effectiveness of global leadership by enabling leaders to navigate and succeed in diverse cultural environments. My personal experience of living and working in culturally diverse environments has motivated me to investigate the significance of cultural awareness, adaptability, and competence in global leadership and how leaders can enhance their CQ. The primary challenge of developing cultural intelligence is the lack of cultural awareness, which can lead to misunderstandings, miscommunication, and conflict. This is often due to people's unconscious biases and unfamiliarity with the cultural norms and values of the countries they are working in. I will show how CQ is critical for effective global leadership, and leaders and organizations need to do more to develop it. My research will provide valuable insights for leaders and organizations looking to navigate and succeed in today's culturally diverse global environment.

Ezgi Karakus

Submissions: <https://uni-paderborn.sciebo.de/s/2Nlg0IyaLvzieGU>

Employee and organisational performance in cross-border mergers and acquisitions: An analysis

My research analyses how employees and organisations perform in cross-border mergers and acquisitions (M&A) with a specific focus on the factors that determine the overall success or failure of the M&A. The work of managers, especially human resource (HR) managers is very important before and during a M&A. There are many examples of failed M&As across all industries. What stands out the most is that the performance of the employees, and subsequently the organisational performance, were heavily influenced by the lacking preparation and cultural knowledge of the management, who were not able to successfully create synergy effects. My research will contribute to an important debate of how employee and organisational performance can be improved, so that a cross-border M&A is successful. My analysis may benefit both competition participants and organisations, as it may help understand how employee and organisational performance can be enhanced in international ventures.

Sina Sophie Ortmann

Submissions: <https://uni-paderborn.sciebo.de/s/AO549Hi1ud1yJfa>

Leveraging cultural fit for global success: A competitive advantage. McDonald's entry into the Indian market

My research analyses the significant contribution of cultural adaptation to the success of global companies, focusing on the case study of McDonald's entry into the Indian market. By analyzing the strategies and specific adaptations of the world's top-selling fast-food company, such as menu localization, affordable pricing, promotion of vegetarian products and family-oriented marketing, it shows how a deep understanding of cultural preferences and traditions has contributed to the company's remarkable success. The results show that companies which prioritise cultural adaptation are able to effectively engage with local consumers, build trust and adapt products to specific market needs. By using cultural adaptation as a competitive advantage, companies can manage the complexity of different markets, anticipate customer needs, and build long-term relationships. This study highlights the importance of cultural adaptation and understanding for sustainable success in the global marketplace.



Nils Risken

Submissions: <https://uni-paderborn.sciebo.de/s/RDyk4OdQGH20eYB>

Managing cultural differences to achieve cross-cultural synergies in M&A integration processes

My research explores how companies can leverage cultural differences, in the form of potential synergies in post-M&A integration processes. In the current global business environment, many companies are utilizing cross-cultural mergers and acquisitions as a means of expanding their operations and gaining an edge over competitors. However, recent research indicates that cultural differences are responsible for 50% of M&A failures in achieving expected synergies. Furthermore, 83% of M&As do not generate any value for shareholders due to cultural differences. Therefore, it is worthwhile to investigate potential solutions and ways to effectively leverage cultural differences for the benefit of organizations. My research has significant implications for executives, managers, and professionals engaged in M&A activities. It also adds to the existing knowledge by examining the relationship between cultural factors and M&A results. Specifically, I will analyze both successful and unsuccessful cross-cultural mergers to identify potential success patterns and learn from failures, thus determining best practices and learning opportunities.

Hanitha Rajkumar

Submissions: <https://uni-paderborn.sciebo.de/s/FgBtcf278pjWLq4>

The importance of cultural intelligence for the development of successful advertising campaigns in Japan

My research focuses on the importance of cultural intelligence in adapting advertising campaigns for global brands in the Japanese market. Globalization leads to many intercultural interactions between brands, which highlights the growing importance of cultural intelligence. Cultural intelligence refers to the ability to understand, appreciate, and deal effectively with cultural differences and adapt one's behaviour accordingly, enabling individuals and businesses to thrive in this interconnected global landscape. Asian countries such as Japan are outstanding for their unique cultural characteristics, which differ significantly from Western culture. These cultural distinctions affect advertising and can intrigue Japanese consumers, influencing how they perceive and respond to global brands. However, communicating with potential customers and functioning successfully in the Japanese market necessitates cultural adaptation. Developing advertising strategies for the Japanese market necessitates a major time and resource investment. This allows companies to create advertising campaigns that resonate with the target audience and create positive brand associations. My competition contribution will focus on understanding the significance of effectively adapting advertising campaigns for the Japanese market.

Caitlin Magadi Victoria Radtke

Submissions: <https://uni-paderborn.sciebo.de/s/fBslcfHLuv2M9wo#/>

The Franco-German relationship: Influence of long-term changes in HRM after COVID-19 in border regions

My research analyses the way Covid-19 has changed concepts of HRM in border regions of France and Germany and examines how policies have influenced the countries' relationship to one another. Germany and France are each other's most important trading partners. Their close relationship has been determined since 1963 with the Élysée Treaty, and the European Single Market further consolidates their cooperation. However, with the beginning of the Covid pandemic it suffered from border closures and the question arises how employers in border regions reacted and in how far the countries' relationship was affected by the changes after the first lockdown. European policy measures will be the starting point of my analysis and I aim to show with my investigation how cross-border relations suffered but also how the Franco-German connection was even reinforced afterwards. My research will contribute to the question how we can further strengthen our cooperation and in my competition contribution I will give insights from relevant literature and help people understand the importance of this historic friendship.



Roundtable 5A: Artificial intelligence 2
16:20 – 17:40, 16th June, Q1.203

Chairpersons
Christian Meier; Noah Schmitz

Yara Al Hawari

Submissions: <https://uni-paderborn.sciebo.de/s/5TGJdBz73VjU4Bn>

Modeling the impact of artificial intelligence on the labor market: The software development sector

My research focuses on understanding the impact of Artificial Intelligence (AI) and Large Language Models (LLMs), such as ChatGPT, on the software development field. With AI and LLMs advancing rapidly, the potential changes they could bring to the lives and jobs of developers is significant. As I am currently learning programming and coding frameworks, I find this topic particularly fascinating as it could directly affect my future career. While there has been some research on AI's influence on the software development sector, the impact of LLMs and ChatGPT is less explored due to its novelty and rapid progression. My research seeks to address this gap by comprehensively examining the impact of ChatGPT on the labor market dynamics within the development and programming sector. To do this, I will be modeling and predicting this influence through a survey and a prediction regression analysis. This research is motivated by the rising awareness that ChatGPT is receiving, as well as the fear observed among some developers, particularly junior developers, of AI rendering their jobs obsolete. Understanding this is vital for preparing for potential challenges, such as job losses, and gearing up for the inevitable integration of LLMs into the market. By shedding light on this topic, my study aims to provide practical insights for developers, stakeholders in the development sector and possibly policy makers.

Beyza Bitis

Submissions: <https://uni-paderborn.sciebo.de/s/KKe1Mk3LjFQWzfP>

The future of work: How AI is impacting jobs and the labor market

This study aims to explore the transformative impact of artificial intelligence on jobs and the labor market. There are now serious concerns about job displacement and the future of employment because of the rapid advancements in AI technologies. This abstract presents an overview of the key areas in which AI has impacted jobs and the labor market, including automation, skill requirements and job creation. AI technology can automate regular activities, allowing workers to focus on more difficult, creative and fulfilling work. However, AI may displace labor in certain industries, such as manufacturing, where machines can perform tasks more efficiently and accurately than humans. Overall, my research strives to analyze the potential of AI to replace workers, which depends on various factors, including the specific tasks involved, the level of complexity and creativity required, and the rate of technological advancement.

Asvika Ethayakumar

Submissions: <https://uni-paderborn.sciebo.de/s/6Pq2kiRZRqaTmqD>

The influence of artificial intelligence on the recruitment of employees

My research addresses the influence of artificial intelligence on the recruitment of employees and whether it is an appropriate means to identify the qualifications of the applicants. Due to digitalization, technology, especially artificial intelligence, has become an indispensable part at the workplace. Recruitment is one of the departments where AI facilitates work by selecting the most suitable workers with the help of different tools. While this way of hiring employees may encourage an unbiased working atmosphere and minimize time and effort, it is important to determine potential losses through its application. In my research I focus on the advantages and disadvantages of AI in the recruitment process, thereby responding to the question whether AI can replace an interpersonal job interview where the abilities and knowledge of an employee is recognized by a human. My contribution for the competition will predominantly derive from relevant literature. The readers of my expose and the audience of my competition will get a valuable insight into the advantages and potential risks of the substitution of human intelligence by artificial intelligence in terms of hiring employees.



Trevor A. Davis

Submissions: <https://uni-paderborn.sciebo.de/s/DRLdVQb3poPm4H0>

The dark side of AI in HRM

My research is focused on the adverse effects of using artificial intelligence (AI) in HRM practices and the causes for these effects, for example, the notion of trust. Since the advent of artificial intelligence, this technology has become ever more commonplace, setting the stage for a number of breakthroughs. However, this technology also carries a dark side, which garners more attention in several fields. This leads to the question concerning our future as to what extent will we be replaced and dependent on AI-systems. After having consulted the literature and focusing on the role that trust and other underlying causes play in revealing the dark side of AI-systems, my research plans to contribute to a contemporary debate that will become even more relevant in the near future, thereby lending the audience a more profound understanding of the topic and implications for future action.

Nico Homenko

Submissions: <https://uni-paderborn.sciebo.de/s/7HL2eIj19vdRRD>

The impact of AI on human resources: How artificial intelligence tools change the recruitment process

Artificial intelligence tools have an increasing impact on human resources. Artificial intelligence technology is becoming more relevant in personal lives and professional sectors such as human resources. This can be seen in the increasing usage of ChatGPT and other tools in workplaces and universities. Not only are some job applicants using these tools for their applications, but some job recruiters are also using algorithms and artificial intelligence for the recruitment process. It is said that such tools can help create a more efficient recruitment process and a much more equal workspace because they do not have human prejudice. However, research shows that there is a risk that artificial intelligence tools can reproduce inequality. In my competition contribution I will analyse if artificial intelligence tools indeed help create an efficient recruitment process and a more equal workplace.

Katharina Redeker

Submissions: <https://uni-paderborn.sciebo.de/s/TrE9v7IXJVA4T9H>

Relationship between human workers and artificial intelligence: An analysis of challenges and possible HRM strategies

My research analyses the relationship challenges between human workers and artificial intelligence (AI) in the workplace and how the HRM can overcome them. Due to a rising shortage of skilled labor and cost efficiency aims companies increasingly automatize their processes. Consequently, AI replaces certain employee tasks, and employees need to acquire new qualifications to perform new tasks to not be dismissed. Employees therefore feel replaceable and identify AI as a concurrence and not as a team member to work with. In my competition contribution, I want to investigate to what extent HRM can strategically achieve a trustworthy relationship as well as teambuilding between human workers and AI. My research is based on insights of relevant literature to fulfill this gap. Overall, the audience will profit from my analysis as it develops a better understanding why the improvement of the relationship between human and machine is important and what we personally can adapt from it for our workplace.

Dominic Trojanski

Submissions: <https://uni-paderborn.sciebo.de/s/e025LAuwFPrDtvY>

Unveiling the potential of AI in marketing: Impact, automation, and workforce implications

My research examines the usage of artificial intelligence (AI) for marketing strategies and marketers and to what extent AI can influence marketing activities. In recent years, AI has become an increasingly important disruptive technology, with the potential to automate and optimize various processes across different industries. In marketing, AI is used to analyze customer data and automate post-purchase processes, such as customer service. However, the extent to which AI can influence or automate marketing activities is often overlooked in current discussions. Through my research, I aim to investigate these factors with a focus on the effect AI has on these activities, how it can automate marketing processes, and how this usage potentially impacts the marketing workforce. My research contribution covers the most recent relevant literature on AI and marketing, thereby deepening the understanding of AI in customer-centric activities and, more broadly, contributing to the debate surrounding the potential substitution of creative jobs by AI.



Chairpersons
Caitlin Radtke; Lucy Meier

Roundtable 5B: Gender issues in business
16:20 – 17:40, 16th June, Q1.213

Monika Bese

Submissions: <https://uni-paderborn.sciebo.de/s/Gola1mOCL4mYUWQ>

Gender inequality in sports sponsorships for female athletes

My research analyses the persistent problem of gender inequality for women in the sports industry with a specific focus on receiving sponsorship deals. Historically, sponsorships have predominantly focused on male athletes, perpetuating a system where men's sports encounter more financial backing and exposure compared to women's sports. Female athletes therefore often experience fewer and lower-valued sponsorship contracts than their male counterparts because of prevalent stereotypes and outdated ways of thinking. It encompasses the unequal distribution of sponsorships, media coverage, and advertising deals based on gender, leading to a significant gap in financial resources and recognition between male and female athletes. My research contributes to a significant debate on the systemic problem of gender inequality and aims to stimulate awareness as well as multiple actions that can be taken for improvement. This allows a more nuanced understanding of the topic and highlights essential voices in the debate.

Saskia Grzeschke

Submissions: <https://uni-paderborn.sciebo.de/s/LP8ZiTtWaJZMLiD>

Gender differences in the effectiveness of growth mindset interventions

My research topic investigates how men and women each respond to interventions undertaken to foster a growth mindset. Growth mindset interventions are designed to help individuals develop a belief that their abilities, competencies, and intelligence are malleable and can be developed through dedication and hard work. While research has shown that these interventions can be effective in improving academic success, there is a growing interest in examining whether their effectiveness differs between genders and how this can be applied in business. My research will contribute to how these interventions should be conducted, as they are increasingly implemented in companies, especially in Human Resources, to foster engagement or organizational citizenship. My competition contribution will examine various studies on growth mindset interventions to detect whether implications can be drawn on how to stimulate this mindset for each men and women, and thereby giving the audience a deeper understanding of the topic and sensitizing them to why it is crucial not to generalize people based on gender.

Frauke Hillebrand

Submissions: <https://uni-paderborn.sciebo.de/s/gTdJho2evFPVEXa>

Women in leadership: Why there is discrimination against high-achieving women in male-dominated work contexts

My research analyses the problematic nature of prevailing gender stereotypes by showing how they hinder women's success in male-dominated work contexts. Given the pervasiveness in natural settings of sex differences in status, it seems plausible that gender stereotypes stem from the tendency of perceivers to observe women in lower status roles than men. Taking a social psychological perspective as the starting point of the analysis, my hypothesis is that gender stereotypes are a significant barrier for women, preventing them from succeeding in male-dominated work contexts. The difference in career success becomes even more apparent when considering prestigious and well-paid jobs. My research will add to an important debate on the extent to which work-related perceptions, attributions and achievements differ between women and men. My competition contribution will focus on the explanation of systematic factors that work against equal career opportunity, thereby giving the audience a more nuanced understanding of the topic.



Laura Janzen

Submissions: <https://uni-paderborn.sciebo.de/s/mHWfatNRfYekz0j>

Long-term employee retention of women in STEM careers

In my research, I examine the determinants that influence the attrition of women in STEM professions as well as potential strategies to enhance female retention in this field. The absence of women in science, technology, engineering, and mathematics (STEM) fields is a deeply rooted issue. Gender biases related to STEM professions and expectations are socially transmitted at an early age. Therefore, STEM management invests time and effort to attract women with the aim of eliminating gender discrimination and providing an inclusive work environment. However, gender inequality in the workplace has repeatedly created difficulties in retaining women. My research will contribute to the discussion on the roots of the lack of women in STEM occupations and how to improve their retention. My competition contribution will focus on the insights from relevant literature and examining existing on the deficiency of female employees in STEM occupations to advance a greater percentage of women in STEM careers.

Carolin Wächter

Submissions: <https://uni-paderborn.sciebo.de/s/eibr1O2GpJ0kAEr>

Gender quotas on corporate boards in Germany and their influence on firm performance

My research analyses the implementation of gender quotas on corporate boards in Germany and whether gender quotas influence firm performance positively or negatively. The German government introduced its first board gender quota in 2015, which requires a minimum representation of 30% of women on supervisory boards. More recently, in 2021, a second law followed that also aims to fight the underrepresentation of women and further promote equality between binary genders. In my research I will focus on reviewing literature in respect to the implementation of the first gender quota law. I want to examine if the legislation has since been successfully adapted in companies in Germany and if a diverse board in fact improves firm performance as many regulators claim. My research will contribute to an important debate on the woman's role in the work field and evaluate if gender quotas are a necessity for firm success.



Chairpersons

Julian Martini; Edona Nafija

Roundtable 6A: Sustainability 1

09:00 – 10:20, 17th June, Q2.113

Svea Bielefeld

Submissions: <https://uni-paderborn.sciebo.de/s/Tl8iqAawL1BVacb>

The role of gamification in promoting corporate sustainability: Assessing indicators to measure its long-term effectiveness

My research examines how the long-term effectiveness of gamification for promoting corporate sustainability can be measured. Many companies address the urgent need for more sustainable business practices by using gamification as a strategic tool to foster environmentally conscious behaviour of employees. Gamification, as the application of game mechanics in non-game contexts, is intended to encourage people to adopt habits. Nevertheless, initial achievements through the use of gamification in a corporate context are often due to novelty effects. In order to achieve long-lasting effects, employees must develop intrinsic motivation. However, there is a gap in the literature regarding the measurement of these long-term effects allowing companies to draw meaningful conclusions for the effectiveness of gamification in promoting sustainable behaviour. My research aims to fill this gap by assessing suitable indicators to measure if the use of gamification has effects on the intrinsic motivation of employees and thus on more sustainable business practices.

Kimberly Cromwell

Submissions: <https://uni-paderborn.sciebo.de/s/y9tYcO0Uc22eT1n>

Unveiling the nexus between sustainability performance measurements and organisational sustainability

Sustainability is gaining recognition as a vital component of corporate success as global challenges such as climate change, social injustice and resource scarcity become ever more prevalent. Companies face the challenge of reconciling economic success with ecological responsibility and social justice. In this context, KPI systems play a vital role in measuring, monitoring and improving companies' sustainability performance and offer an opportunity to define their sustainability targets, quantify progress and base decisions on this data. This research provides a comprehensive overview of KPI systems and examines their relevance and effectiveness in sustainability management. It analyzes which metrics and methods are used, how they affect corporate performances and highlights the challenges of implementing KPI systems. Addressing the tension between sustainability and corporate performance, this research provides valuable insights for companies seeking to improve their sustainability performance. It contributes to the development of effective measurement and evaluation tools to promote a sustainable future and achieve long-term positive impacts on society and the environment.

Izabela Cvetkovska

Submissions: <https://uni-paderborn.sciebo.de/s/1dPqKxAXpkZX6NV>

Circular economy and multinational corporations: The next step in sustainable living

My research analyses the effect of circular economy in multinational corporations and how it can be practiced towards more sustainable living. The concept of circular economy was first introduced in the '70s and it is based on strategies, practices, policies, and technologies related to reusing, recycling, redesigning, remanufacturing, and recovering waste materials to preserve natural resources. However, recent studies show that the new wave of sustainability and its complexity requires new business models and strategies. In my research, I want to investigate the current and new potential business models of the circular economy and answer the question if this kind of economy is the key factor for achieving sustainable as well as environmental, economic, and social values. My competition contribution will focus on insights from relevant literature. This analysis may help us understand the gaps in our current business models and what can be done for multinationals to fully participate in the circular economy.



Philip Kreiner

Submissions: <https://uni-paderborn.sciebo.de/s/CVUFiNpPMneZoe1>

The effects of sustainable information systems on corporate performance: A critical analysis

My research examines the impact of sustainable information systems on corporate performance and its significance within contemporary business practices. Sustainable information systems (SIS) represent a specific type of information system that incorporate sustainability and social matters into its design, use, and implementation. Through critical analysis, I aim to identify if sustainable information systems can potentially improve the financial performance of organizations by reducing their environmental footprint, increasing social responsibility, and enhancing economic competitiveness. My research aims to help guide decision-makers to adopt sustainable practices in a world where sustainability has emerged as a crucial concern for stakeholders such as suppliers, customers, investors, and regulators. Specifically, my research holds importance in identifying the impact SIS has on corporate performance and how sustainable practices not only contribute to the preservation of our environment but additionally serve as a tool for increased efficiency, fostering innovation, and stakeholder engagement.

Niklas Siepe

Submissions: <https://uni-paderborn.sciebo.de/s/tPbARN9RCgf9mRJ>

Transparency and comparability of sustainability reports of multinational corporations: A critical analysis

My research analyses the quality of sustainability reporting by multinational companies. Sustainability reporting has become a key element of social responsibility and accountability, but there are concerns about the comparability and reliability of these reports. The reason is that there is no standardised framework for sustainability reporting. Through a critical analysis, I aim to identify gaps and deficits in sustainability reporting and examine to what extent these reports are transparent and comparable. This will provide insights into the current state of sustainability reporting and encourage companies to improve their reporting. Furthermore, my study will contribute to the ongoing debate on the need for a standardised framework for sustainability reporting. Standardisation can improve the reliability and comparability of sustainability reports so that stakeholders can make informed decisions about a company's ESG performance. Overall, my research project is crucial for improving sustainability reporting of MNCs and promoting more accountability and transparency in companies.

Daria Lavrova

Submissions: <https://uni-paderborn.sciebo.de/s/REXfEr1j4jRxoOT>

Sustainability reporting in the fashion industry: Brands' approaches for transparency

My research addresses fashion brands' approaches for transparency in sustainability reporting. Recently, as a response to stakeholders' pressure for greater transparency, the majority of companies has begun to disclose information on their social and environmental performance. Although several globally recognized frameworks exist to provide guidelines regarding the content of sustainability reports, the extent to which companies follow these standards varies greatly within the industry. While attention is mainly focused on mass-market brands which are typically associated with unsustainable practices, luxury brands that are commonly perceived as ethical are enabled to continue to operate in a secretive manner. In my research I analyze relevant literature as well as data from Fashion Transparency Index to investigate how transparency of sustainability disclosures varies across differently positioned brands. Given that transparent sustainability report indicates sustainable orientation of organization, this research contributes to deeper understanding of companies' disclosure tactics and has a potential to encourage the audience to reevaluate brand perceptions.



Chairpersons
Daniela Gumaniuc; Zana Simic

Roundtable 6B: Healthcare
09:00 – 10:20, 17th June, Q2.122

Patricia Katharina Elise Gocha

Submissions: <https://uni-paderborn.sciebo.de/s/grpOeix2koLtBeE>

Behavioural economics and financial incentive systems as a help for chronically ill patients

My research focuses on the use of behavioural economics and financial incentive systems to improve medication adherence in chronically ill patients. Non-adherence to medication can lead to poorer health outcomes, medical relapses and costly follow-up treatments and is therefore a major challenge in healthcare. Previous studies have shown that financial and non-financial incentives can promote cooperative patient behaviour, but the effectiveness of such systems depends on factors such as the type, amount and psychology of the reward. Integrating concepts from behavioural economics, such as loss aversion and overestimation of small probabilities, into financial incentive systems can improve adherence. My competition contribution focuses on investigating the impact of financial incentive systems with behavioural economic concepts on patient behaviour and analysing their effectiveness. Different behavioural economic concepts and financial incentive systems are investigated. The results can contribute to the design of future policies and programmes that can improve healthcare outcomes for chronically ill patients.

Joost Aaron Honekamp

Submissions: <https://uni-paderborn.sciebo.de/s/bcLXuCh08hOVTvZ>

Is using blockchain technology to secure patient data economically reasonable?

My research examines the usefulness of blockchain technology for storing and securing patient data from an economic perspective. Blockchain has gained significant popularity in the last decade, mainly due to its high security and immutability. As a result, new applications for the technology are being sought in all industries, including healthcare. One of the areas of application in this field is the realisation of an electronic health record system (EHRS). Looking at the current literature, there is a major focus on the implementation of a blockchain-enabled EHRS. However, the economic factors are often neglected when deciding on the use of blockchain. My competition contribution aims to address this gap and evaluate, from an economic perspective, whether the technology is suitable for storing and securing patient data. In doing so, my analysis is based on insights from selected literature and the use of the SWOT framework for assessment purposes.

Jana Philipp

Submissions: <https://uni-paderborn.sciebo.de/s/6LOYLJ7qWI2RCMG>

Health apps and wearables: A replacement for doctors' visits

My research analyses the use of smartwatches, with a specific focus on the healthcare system. Over the years, more and more people have become fitness-conscious, which is also reflected in the purchase of smartwatches, which have also become a fashion trend. Vital signs can be recorded with the help of wearable devices and the health application shows the user the corresponding evaluation. However, the question now is to what extent wearables and health care apps contribute efficiently to the health care system. Digitalization in healthcare has been in focus for a long time. The high level of awareness could open new opportunities for the healthcare sector. My research investigates a current topic due to high fitness and health conscious nowadays. Furthermore, it can be assumed that individuals will take an active role in healthcare management and as a result preventive care will become more central. My competition entry will focus on the key literature underlying the research to provide the audience with a deeper understanding of the topic.



Michelle Santorce

Submissions: <https://uni-paderborn.sciebo.de/s/ZJepFTMUSxtVziJ>

The impact of social media influencer marketing on children's food consumption

In my research, I investigate the impact of social media influencer marketing on healthy and unhealthy foods in relation to children's food consumption. According to the German government, about 15 percent of 3- to 17-year-olds in Germany are overweight and almost six percent are obese. To solve this problem, the German government is discussing a ban on unhealthy advertising aimed specifically at children. Influencers would then no longer be allowed to advertise unhealthy products. Studies show that advertising healthy foods does not necessarily lead to higher consumption, whereas advertising unhealthy foods does. While the effect of traditional television advertising has been investigated in studies, the effect of social media marketing, especially influencer marketing on children's eating behaviour has not been so well researched. Therefore, in my research, I analyse different social media marketing strategies and investigate how these can be transferred in relation to influencer marketing to encourage children to a healthier food diet.



Chairpersons

Carolin Wächter; Karoline Schäfers

Roundtable 7A: Sustainability 2
10:35 – 11:55, 17th June, Q2.113

Gianluca Grasso

Submissions: <https://uni-paderborn.sciebo.de/s/doji4aANpZtiqV>

Green or greenwash? Investigating the perception of sustainable packaging and consumer decisions

My research project delves into the influence of sustainable packaging on consumer behavior and purchase decisions, focusing on the issue of greenwashing. Brand perception greatly impacts consumer choices, with packaging playing a pivotal role. As environmental sustainability gains traction among consumers, the demand for products with sustainable packaging is on the rise. Businesses are recognizing this shift and exploring how sustainable packaging affects consumer behavior. Therefore, my research aims to comprehensively understand its influence on consumer perceptions, purchase intent, and brand loyalty by examining cognitive, emotional, and behavioral responses. Additionally, I investigate the critical concern of greenwashing, analyzing whether packaging needs to genuinely embody sustainability or if the appearance alone can sway consumer perceptions and purchase decisions. This investigation sheds light on the implications for consumer decision-making and contributes to a better understanding of sustainable packaging's effects. Overall, my research provides valuable insights for businesses looking to implement effective sustainable packaging strategies, engage environmentally conscious consumers, and gain a competitive edge.

Manuella Laure Kengne

Submissions: <https://uni-paderborn.sciebo.de/s/jtsP55uPhn3RVDg>

Marketing and its links to sustainability: A critical analysis of the use of greenwashing by Bangladeshi textile companies

My research analyses the real impact of the use of greenwashing by Bangladeshi textile companies. Following the global trend to be eco-friendly, Bangladeshi companies are also producing and marketing environmentally friendly apparel goods and services. However, taking advantage of consumer interest in green products, many Bangladeshi companies have implemented deceptive production and marketing practices such as greenwashing that have a major impact on sustainability. Drawing on the work of environmental theorists to begin my analysis, my research aims to demonstrate that the practice of greenwashing in the production and marketing of textile goods and services in Bangladesh has a negative impact on Bangladeshi and their own environment. My competition contribution will focus on the key literature that underpins the topic, providing the audience with more in-depth details to facilitate understanding of the subject and to highlight that new measures have been adopted by Bangladeshi social and legal frameworks to combat the spread of greenwashing.

David Joel Körtner

Submissions: <https://uni-paderborn.sciebo.de/s/nd9fdIEq2CsbQ8e>

The fast fashion dilemma: A critical analysis through the sustainability lens

My research addresses the problematic overconsumption caused by the fast-fashion sector, particularly highlighting the practices of Shein, a prominent Chinese company in the industry. The fast-fashion industry has been booming in recent years, despite the current sustainability trend. While some people are more privileged and can afford more sustainable and, thereby, more expensive clothing, a large segment has to resort to more affordable alternatives. However, fast fashion has a disregarded dark side: it is unsustainable and pollutes the environment through poor quality. Consequently, some researchers argue that sustainability cannot be achieved due to the nature of the business model without trying to tackle the problem at its roots. My competition contribution aims to bridge this gap by identifying the hidden systemic failures that companies exploit and evaluating possible solutions to steer the industry towards a more sustainable direction. After all, a foundation is needed to emphasise the urgency for a long-term global solution.



Regina Penner

Submissions: <https://uni-paderborn.sciebo.de/s/NotVLhFeBFko5tc>

The ineffectiveness of energy performance certificates in the housing market

My research investigates the utility of energy performance certificates and highlights their shortcomings across various domains. Despite the prevalent focus on environmental awareness and efficiency in Germany, the aspects of energy efficiency often become marginalized when searching for an apartment. Potential renters or buyers tend to prioritize factors such as size, location, or aesthetics and overlooking the significant influence of energy efficiency on property values today. The lack of standardized issuance practices and a general misunderstanding of various energy ratings and metrics contribute to this situation and cause individuals to feel overwhelmed when interpreting information. The aim of this study is to shed light on the current situation regarding energy performance certificates, highlight problems, and at the same time to propose solutions to raise awareness of energy efficiency in the real estate market. To achieve this, I will propose improvements to the established systems so that individuals make more energy-conscious housing choices.

Zana Simic

Submissions: <https://uni-paderborn.sciebo.de/s/BlvscBEI7sKD2dn>

Marketing against food waste: Influence of appeal type and customer control beliefs on retailers' motives at the point-of-sale

My research investigates the influence of appeal type and customer control beliefs on the perceived motive of food retailers in managing suboptimal products at the point-of-sale. Given the increasing impact of food waste by retailers and consumers on the environment, economy and society, it is of great importance to find solutions to counteract this problem. Previous studies have shown that promoting the sale of suboptimal food can be a promising approach to reduce food waste. However, there is limited research to date that considers the impact of different marketing tools on both product and retailer perceptions. Through a comprehensive literature review and questionnaire survey, my research contributes to improving understanding in this area. The findings will enable the development of effective management strategies at the point-of-sale to reduce food waste. In addition, appropriate marketing tools can be identified to collectively tackle food waste. This promotes sustainable action in the food industry and has a positive impact on the associated problems.

Madleine Ann Sophie Tadday

Submissions: <https://uni-paderborn.sciebo.de/s/PNd1VxMURyTw55z>

Changes in European customers' consumption behaviour regarding food waste throughout the COVID-19 pandemic

My research analyses the changes of consumer behaviour in Europe due to the Corona crisis regarding food consumption and if customers have gained a more sustainable perception for food waste. The pandemic has changed food consumption and overall consumer behaviours all over the world. Each person wastes food on average from 180 to 290 kg/ year. Clearly a solution is needed, and the COVID-19 pandemic has brought new challenges and opened new opportunities for food waste reduction (Amicarelli et al., 2021). Sustainability improves the quality of our lives, protects our environment, and preserves natural resources for future generations. My research will discuss to what extent European customers learned from the COVID-19 pandemic to be more sustainable regarding food waste and consumption and if their behaviour of food waste may has changed. My competition contribution will focus on the results of insights from the relevant literature, thereby giving the audience a more nuanced understanding of the topic.

Koray Yapalak

Submissions: <https://uni-paderborn.sciebo.de/s/qxn3OZ08dmLiFv1>

Greenwashing: Problems, solutions, and risks on the example of nestle

Greenwashing is, simply explained, a method that many large companies use to make their corporate image more sustainable and ecological. The reality is usually quite different, especially with Nestlé. Nestle is one of the largest food companies in the world, with around two hundred and thirty-seven thousand employees and an annual turnover of ninety-one billion Swiss francs and has built up a certain brand image over the time. This brand image has suffered for several years as many greenwashing offences have been uncovered. My work analyses the impact on consumers, as well as how fairly the workers for Nestlé who work in the respective production countries are treated. In my research, I will deal with the general problem of greenwashing by analysing cases of nestle. In addition, my competition contribution provides solutions and possible suggestions on how to prevent greenwashing.



Chairpersons

Jennifer Kümper; Ian Eberhardt

Roundtable 7B: Influencer marketing

10:35 – 11:55, 17th June, Q2.122

Katharina Aslan

Submissions: <https://uni-paderborn.sciebo.de/s/LC5WA7Iey3I3DJH>

Influencer marketing: The impact of betrayed trust and its consequences

This research project analyzes the implications of betrayed trust in influencer marketing and its consequences. In today's digital age, influencer marketing has become a dominant marketing strategy and shapes consumer behavior. However, when influencers engage in deceptive practices or promote unethical content, it negatively impacts consumers' trust. This study explores the emotional and behavioral outcomes experienced by individuals who have been let down by trusted influencers. By analyzing relevant literature, this research aims to shed light on the consequences of betrayed trust, decreased brand credibility, and potential shifts in customer consumption behavior. The findings of this study will contribute to a deeper understanding of the dynamics between influencers and their audience, emphasizing the need for ethical and responsible practices in influencer marketing, while the competition contribution offers an overview of the key literature, providing the audience with a nuanced perspective and highlight the key arguments shaping the debate.

Lea Ellrott

Submissions: <https://uni-paderborn.sciebo.de/s/n0uwwSxJFLd9ZeK>

The effectiveness of influencer marketing in promoting products and services in tourism

My research addresses the effectiveness of influencer marketing in promoting products and services, while focusing on eco-friendly hotels. In the last few years, particularly from 2019 to 2021, influencer marketing grew rapidly and expenditures have more than doubled. Additionally, more than 3.5 billion people can be found on social media today which equals almost half of the population worldwide. Therefore, influencers represent a cost-efficient and effective marketing strategy because they can address many people at the same time. For this reason, my research focuses on the impact, travel social media influencers have on supporting and promoting eco-friendly hotels. Due to the growing environmental concern and people also focusing on sustainability while traveling, the need for eco-friendly hotels is still growing and people are even willing to pay more for sustainable alternatives. I want to combine the sustainable aspect of eco-friendly hotels with the expanding marketing strategy of influencer marketing by concentrating on the possibilities influencers offer for eco-friendly hotels.

Fabienne Figura

Submissions: <https://uni-paderborn.sciebo.de/s/GxJqgdGamHjyOIS>

Parasocial relationships in influencer marketing: The impact on customer behaviour

There are about 4.9 billion social media users in the world with an average daily usage of about two and a half hours. These days, influencers play a crucial role in social media marketing if a brand wants to reach as many potential customers as possible, especially in the younger generations. My research will examine the impact on customer engagement behaviour and brand loyalty by using parasocial relationships as a tool in social media marketing. Such established relationships between influencers and their followers have a major effect on their purchasing behaviour and therefore add an important value to a company's marketing strategy to attract and maintain customers. My hypothesis is that while parasocial relationships can be a useful tool in marketing, it might also be harmful for customer brand loyalty once an influencer is involved in a scandal or if their followers lose interest in their content. With my research I want to contribute to the debate on how consumer behaviour is effected by parasocial relationships in social media marketing and how companies can prevent negative consequences.

Mert Can Kilic

Submissions: <https://uni-paderborn.sciebo.de/s/f00yKIFKPIqinky>

The impact of influencer marketing on Millennials' buying behavior: A critical analysis

My research analyses the buying behavior of Millennials under the impact of influencers on social media platforms such as Instagram. About 83% of Millennials use social media platforms several times a week and provides a unique opportunity to profit economically from this. The rising significance of influencer marketing lies in its ability to facilitate targeted advertising for companies and leverage the popularity of influencers to impact the purchasing behavior of Millennials. Due to the actuality of this topic, in my research the main issue is to what extent influencer marketing on social media platforms influences the buying behavior of Millennials and which factors, opportunities and risks are relevant. In addition, I will look in detail at the authenticity and credibility of the influencers. To get an understanding of the opportunities and risks for consumers, companies and brands.



Inga Pöhlmann

Submissions: <https://uni-paderborn.sciebo.de/s/5PLnuzE4szeTXC>

The chances and pitfalls of celebrity marketing on businesses: A critical analysis

With the rise of entertainment platforms, famous figures have become highly influential and established social media components. Consequently, this makes them valuable assets for companies seeking to market their goods or services. Celebrity endorsements have evolved into powerful tools for reaching and engaging with target audiences and shaping consumer behavior. As a result, businesses are implementing marketing with celebrities to enhance a brand's reputation and positively impact consumer attitudes and engagement. Therefore, it is essential to investigate and comprehend celebrity marketing's potential and its various effects on organizations, including how it might be used to accomplish corporate goals. My research will elucidate the potential drawbacks of marketing with famous figures and contribute to an essential discussion on its efficacy. My competition entry will provide the audience insights into how celebrity marketing may benefit or potentially harm a business and highlight implications for future research, focusing on pertinent literature.

Nadja Schröer

Submissions: <https://uni-paderborn.sciebo.de/s/UBtSM3s69TdHXIN>

The impact of influencer marketing on consumer purchasing behaviour

My research analyses the strategies of influencers on consumer purchasing behaviour on social media platforms, such as Instagram. In recent years, influencer marketing (IM) has become known as a new marketing strategy due to people who promote and recommend products from other companies or from their own brand on several platforms. Through the recommendations and advertisements of influencers, consumers tend to buy the advertised products. Therefore, companies want to collaborate with influencers to increase purchase intentions and brand awareness. My research investigates how influencers affect the purchasing behaviour of the consumers and what impact it has on brands. By doing so, I will analyze different factors that influence a purchase of consumers on Instagram, such as psychological aspects, influencers characteristics and content qualities. My competition contribution will show the audience a better understanding of how influencers affect consumer purchasing behaviour and how important this marketing strategy could be for companies.

Karolin Tietjens

Submissions: <https://uni-paderborn.sciebo.de/s/wDgKkWSrk8mkkM7>

Social media marketing: Building brand loyalty through the power of influencers

My research analyses the impact of influencer use on brand awareness and loyalty in the context of social media marketing. The trend towards e-commerce has accelerated, particularly in the aftermath of the Covid-19 pandemic, resulting in brands increasingly competing for visibility online in order to assert themselves in a fiercely competitive marketplace. For this reason, buyers have become more demanding in prioritizing brands they are ready to engage with. My hypothesis focuses on the use of influencers by companies to increase consumer trust and loyalty toward the brand. My research aims to contribute to a significant debate on ways to improve the credibility and trustworthiness of a brand by collaborating with influencers. My contribution will focus on crucial literature discussing the positive correlation between the attractiveness, trustworthiness, and perceived expertise of influencer marketing and the receptiveness of potential consumers, their willingness to engage with the brand in general, and a specific product in particular.

Michelle Zarins

Submissions: <https://uni-paderborn.sciebo.de/s/hZXZo2v0cXzRHv3>

The role of the self-congruence theory in the success of social media influencers

Self-congruence theory suggests that individuals align their behaviour with their self-image, which has implications for the advertising of social media influencers and their actions. When consumers desires, ratings, or behaviours match those of the influencers, indicating a shared self-image, it leads to a positive attitude towards the influencers ads and increases the likelihood of consumer purchases. Conversely, if the promoted product does not align with the influencer's self-concept, it may trigger a negative emotional response from both the influencer and their followers. In my research, I will analyse relevant literature to assess the impact of self-congruence theory on social media influencers, with a specific focus on customer and influencer behaviour. This research has the potential to enhance influencer marketing and analyse customer manipulation with the self-congruence theory in purchasing decisions.

Kima Apresyan

Submissions: <https://uni-paderborn.sciebo.de/s/vBQpCqTVdM3C4ZW>

The influence of credibility and trust on consumer purchasing behaviour in influencer marketing campaigns

In my research I delve into the impacts of credibility and trust on consumer purchasing behavior in the context of influencer marketing campaigns. In today's digital landscape, influencer marketing has become a prominent tool for brands to engage with their target audience. It is crucial for marketers to understand the factors that influence consumer decision-making processes in order to optimize their strategies. Therefore, my study aims to explore the dynamic relationship between influencers, consumers, and brands, emphasizing the significance of credibility and trust. Through an extensive literature review and analysis, I identify key elements such as authenticity, expertise, and transparency that contribute to the establishment of credibility and trust. By investigating how these factors shape consumer perceptions, attitudes and purchase intentions, my research offers valuable insights for industry professionals seeking to develop effective influencer marketing campaigns. Therefore, my competition contribution will add to the extensive knowledge in the field and will provide practical implications for marketers aiming to harness the power of credibility and trust in influencer marketing.



Chairpersons
Timur Tagiyev; Niklas Siepe

Roundtable 8A: Marketing 1
12:55 – 14:15, 17th June, Q2.113

Yagren Delibalta

Submissions: <https://uni-paderborn.sciebo.de/s/LcTqrx0bN2KLfMT>

Marketing psychology: The effectiveness of the decoy effect

My research is about the decoy effect as an example of marketing psychology. The decoy effect, also known as the attraction effect, is a situation in which the introduction of a third option influences the selection of one of the original two options. People have a tendency to compare options and make decisions based on relative differences rather than absolute values. When a decoy option is introduced, it alters the comparison and can lead people to choose an option that they may not have selected otherwise. As we all know, psychology has a very big role in marketing. I think the decoy effect is a very extensive and important phenomenon in this context, which is why I have decided to talk about it. My research will show how effective this marketing technique can be and how marketing managers are using it. I will demonstrate the advantages and disadvantages of the decoy effect and the audience of my competition contribution will learn in particular in which areas this effect is used.

Isabel Loran

Submissions: <https://uni-paderborn.sciebo.de/s/No6sHatATQFDcFo>

Management of suboptimal products at the point of sale: What influence do the type of appeal and the customer's need for control have on the customer's perceived skepticism?

The research question of my bachelor thesis deals with food products that are approaching their best-before date and how they can be marketed through an appeal to save the environment. In this context, I examine the extent to which customers' skepticism of supermarket marketing is influenced by such product branding and the impact of customers' individual desire for control. I address the role of the customer in food waste, but also the role of the supermarket and how much it contributes to annual high levels of product waste. This will explore other ways in which suboptimal food is marketed and how customers respond to this. The goal of my research is to create a better understanding of customer buying behavior by analyzing how grocers can create better trust. This can make the supermarket shopping experience more sustainable and environmentally friendly.

Schebnem Mammadova

Submissions: <https://uni-paderborn.sciebo.de/s/tYIZ8RkCvIsLXFO>

Fraudulent pyramid schemes: Exploring the effects of formalised manipulation in illegal multi-level marketing systems (MLMs)

My research delves into the illegal forms of multi-level marketing (MLMs) that are frequently disguised as pyramid schemes, exploring the effects of formalised manipulation on victims at the bottom of the hierarchy. With today's increasing desire for financial freedom and a better lifestyle, organisations that promise high rewards for minimal effort are becoming prevalent. That raises concerns about the legal and ethical nature of such industries and the fraudulent implications of their schemes. While multi-level marketing (MLM) can be advantageous for distributors, my hypothesis suggests that it is often accompanied by dubious pyramid schemes that can create situations where victims become offenders. These organisations may have exploitative intentions. As research in this area is limited, my research will contribute to important debates about the intricate relationships involved in pyramid schemes, including areas of contention between victims and offenders. Since the criminal justice system often overlooks this topic, my research encourages ideas for improvement. My literature review aims to create a deeper understanding of questionable pyramid schemes, encouraging critical thinking to prevent people from becoming victims.



Lucy Meta Meier

Submissions: <https://uni-paderborn.sciebo.de/s/bfF5yQ4TM1VmDsG>

The ethics of neuromarketing: Balancing commercial interests and consumer protection

Neuromarketing is the measurement of physiological and neural signals to gain insight into customers' motivations, preferences, and decisions, which can help to predict consumer behavior and create effective advertisements. This emerging field of market research is considered to be the future of creating consumer-specific advertisements. Despite all of its advantages for businesses, neuromarketing holds some potential risks for consumers. The misuse of neuromarketing raises ethical concerns regarding consumer manipulation, data security, and lack of transparency. My research aims to explore these ethical considerations and examines if there is sufficient consumer protection. However, my work also discusses the benefits that neuromarketing can create for consumers. In order to contribute to the field, I focus on providing an understanding of neuromarketing with its benefits and ethical issues by reviewing studies that examine the potential dangers of neuromarketing as well as existing ethical guidelines. Furthermore, my work also proposes implications for how responsible neuromarketing may be practiced in the future.

Calvin-Ik Okoli

Submissions: <https://uni-paderborn.sciebo.de/s/bT3lguElqRppjEc>

The minefield of marketing: Companies break their own values and face the consequences

The research project analyzes companies that breach their stated values in marketing campaigns and explores cases of internal conflict and negative consequences. Marketing campaigns have a major impact on a company's image, but inconsistencies between actions and advertised values can damage reputations and lead to legal consequences. The main topic of this study is to examine specific cases in which companies violate their own marketing campaigns. By examining these cases, the study aims to understand the underlying factors and consequences of such conflicts. The goal is to highlight the importance of consistency between marketing messages and corporate behavior. My competitive contribution discusses notable cases of companies violating their own values in their marketing campaigns. Through an in-depth analysis, key findings will be presented, highlighting the negative impact on brand reputation, legal implications, and the importance of maintaining ethical and authentic communication strategies.

Nassim Menasra

Submissions: <https://uni-paderborn.sciebo.de/s/tpL7y528c9smSFR>

The struggle of luxury brands creating a sustainable brand image

My research analyses the challenges luxury brands face when trying to create a sustainable brand image and how they can overcome them. In recent years, an increasing number of companies attempted forming a corporate social responsibility (CSR) strategy with the goal of creating a more sustainable brand image to respond to a growing demand from a part of their customers. However, luxury brands have found themselves facing a dilemma, as some of their practices and distinguishing features are at conflict with the concept of sustainability, thus resulting in opposing views within their own customer base whether luxury and sustainability are even compatible. To address this issue, my hypothesis is that the type of CSR practices and how they are communicated, shape the image of a company and decide whether customers endorse these initiatives. Therefore, this paper will focus on the key literature, presenting opposing views from researchers while examining different cases to contribute to the ongoing debate and propose certain implications for managers.

Elina Koop

Submissions: <https://uni-paderborn.sciebo.de/s/LkHFOjgMc5DKEoF>

User-generated content and influencer generated content in marketing: An economic analysis

My research analyses the use of user-generated content (UGC) and influencer-generated content in social media strategies. Over the past decade, the rise of these two social media marketing strategies has changed the online marketing landscape. Consumers have become active content creators, and influencers have emerged as powerful marketing agents. In contrast to influencers, UGC is created by ordinary customers who do marketing work for companies, whether paid or not paid, that is not based on a large own online presence. Although both strategies are somewhat similar, there are certain differences that can have an impact on consumer behaviour, credibility, and brand perception. With my research I will contribute to an economic analysis comparing the effectiveness of UGC and influencers in marketing strategies. For my competition contribution I focus on first demonstrating the key points and then also showing how both forms of content can be used to maximise marketing efforts from a marketer's perspective.



Chairpersons
Inga Pöhlmann; Sophie Huster

Roundtable 8B: Consumer behaviour 1

12:55 – 14:15, 17th June, Q2.122

Yaghsha Ali Khan

Submissions: <https://uni-paderborn.sciebo.de/s/gDYIfLLFB9LrIj>

Understanding the drivers of customers' impulsive purchasing behaviour in the e-commerce context

My research aims to examine factors that lead to impulsive buying patterns in e-commerce. Impulsive shopping behavior is a consumer's urge of spontaneous and little-thought-through on-the-spot purchases, especially of hedonic goods, to fulfill satisfaction. With the emergence of online shopping platforms, buying online has become more preferred, as internet users enjoy convenience, around-the-clock availability and countless offers. In order to face the ongoing competition, e-retailers have established effective marketing strategies to enhance impulsive shopping behavior. My research will analyze this buying phenomenon by answering the question of to what extent external as well as internal stimuli trigger this buying behavior. My competition contribution will refer to previous key literature, offering insights into how online marketers integrate marketing practices that activate impulsive shopping traits. This research may help as an initial guide for e-retailers and marketers by offering insightful understanding of the importance of targeted and effective commercial strategies.

Johana Sophia Schöllmann

Submissions: <https://uni-paderborn.sciebo.de/s/b8Q92UhHoulpvXt>

Nudging and consumer behavior: Changing consumer shopping behavior towards discouraging impulse buying

My research topic critically investigates the extent to which nudging influences sustainable consumer behavior in the fashion sector. Nudging is an encouragement with indirect intervention designed to influence customer's behavior, typically by altering the context or presentation of choices. Given the increasing relevance of climate change and the detrimental environmental impact consumer behavior plays a crucial role. Nudging is an essential tool to shift customer consumption patterns. My study provides an extensive review of the literature on nudging and on sustainable fashion consumption. By examining various types of nudges and through case studies of sustainable fashion brands, I aim to demonstrate how nudging can discourage impulsive buying behavior and discusses the potential challenges and ethical considerations associated within sustainable fashion marketing. The underlying hypothesis of my research states that fashion companies can steer consumers away from creating redundant waste, promote Corporate Social Responsibility, and contribute to a more sustainable and socially responsible industry by using dedicated nudging techniques.

Fatma Gül Bas

Submissions: <https://uni-paderborn.sciebo.de/s/lyEnSB9OsW7Sr6C>

Cause-related marketing: Analysing the influence of CSR on consumer purchase intention in the food industry

My research analyses the influence of corporate social responsibility (CSR) on customer purchase behaviour within the context of cause-related marketing (CRM), specifically focusing on the food and beverage sector. Cause-related marketing has become a powerful strategy employed by businesses to enhance brand image and engage consumers by aligning their products and services with social causes. By examining the relationship between CSR and customer behaviour, my research aims to reveal the underlying mechanisms and potential effects of generational shifts that drive consumer engagement and purchase decisions in CRM campaigns. Understanding the impact of CSR on customer purchase intention is vital for businesses seeking to design effective marketing strategies and foster socially responsible brand-consumer relationships. Through a comprehensive analysis of existing literature, my competition contribution aims to provide valuable insights into the role of CSR in shaping customer attitudes and behaviours. These findings will contribute to the existing knowledge in CRM and offer practical implications for marketers aiming to create impactful and socially responsible marketing campaigns.



Nicole Czerniewicz

Submissions: <https://uni-paderborn.sciebo.de/s/t0Nlirt6u4SWjWM>

The consumer's emotional compass: The importance of emotions in purchase decisions

Emotions play a crucial role in the decision-making process of consumers. This research aims to explore the influence of emotions on consumer purchase decisions and understand the underlying mechanisms that drive these decisions. Drawing on a multidisciplinary approach, this research integrates theories from psychology, marketing, and consumer behaviour to provide a comprehensive analysis. In today's highly competitive marketplace, understanding the emotional aspects of consumer decision-making has become essential for businesses to effectively engage and connect with their target audience by effectively integrate emotions into their advertising and communication strategies. The objective of this research is to answer the effects of different emotions such as joy, sadness, anger and fear on consumers' purchase decisions.

Valerie Dubin

Submissions: <https://uni-paderborn.sciebo.de/s/f2WLX5T0XlxkGQf>

Gamification for CSR: A long-term perspective on its effectiveness in shaping consumer behaviour

My research analyses the effectiveness of using gamification for corporate social responsibility (CSR) initiatives, focusing on long-term consumer behaviour change. In the past, companies have used traditional techniques such as awareness campaigns to encourage social and environmental behaviour. However, the problem lies in the inconsistency between consumers' awareness and perceived responsibility to act. To achieve favourable CSR outcomes, it is beneficial that customers and companies create value together. Gamification is the use of gaming elements in a non-game context, which could encourage the active participation of consumers in CSR activities. In my research, I want to explore the role of gamification in enhancing CSR initiatives by considering a variety of motivational factors that drive sustained behaviour change. My competition entry will focus on the findings from relevant literature on gamification for CSR, thus answering whether gamification can provoke long-lasting shifts in behaviour and consequently serve as a helpful tool for implementing CSR campaigns.

Tina Pfeiff

Submissions: <https://uni-paderborn.sciebo.de/s/ky9puAOo5CAkSUo>

The influence of the expiration date and price reduction on the perceived product quality

My research analyses the management of suboptimal products at the point-of-sale and how different timespans to the expiration date and a price reduction influences the perceived product quality. Customer's perception of a product tends to vary depending on their personal preferences and how that product is marketed but still too many products are wasted. Yearly, 762,000 tons of produce are wasted in Germany. Reasons for that are suboptimal products because they are considered "ugly foods", have damaged packaging or are "close-to-date". A noticeable loss in resources, specifically land and water, as well as released methane caused by wasted produce contributes to climate change. In my competition contribution, I will investigate if a price reduction across different timespans to the expiration date lowers or increases the perceived product quality and therefore the willingness to purchase this product. Furthermore, attention is raised towards food waste and possible improvements for retailers on how to effectively market suboptimal products will be discussed.

Sarah Kepper

Submissions: <https://uni-paderborn.sciebo.de/s/fpZB1O2hFC2Q45c>

The impact of gender-specific marketing on consumer purchase decisions

My research explores the impact of marketing efforts tailored towards specific genders, with a special emphasis on the strategies companies apply to target a specific gender and their effectiveness in influencing the purchasing decision. For many decades, companies have tailored their marketing efforts towards specific genders, using gender-based stereotypes and assumptions to appeal to their target audience. However, marketing campaigns are repeatedly criticised as stereotypes referring to entrenched gender roles are increasingly perceived as sexist and offensive. In my research I analyse the differences between genders referring to the purchasing decision and evaluate the approaches companies adopt to target specific audiences. My research will contribute to the important debate on a successful approach to gender-based marketing and provide valuable insights for marketers regarding their decisions on marketing strategies. My competition contribution will review relevant literature in this field, thereby providing recommendations for businesses and giving the audience a more nuanced understanding of the topic.



Chairpersons

Rümeysa Kubatoglu; Elena Soledad Garcia Schürmann

Roundtable 9A: Marketing 2

14:30 – 15:50, 17th June, Q2.113

Lucija Filipovic

Submissions: <https://uni-paderborn.sciebo.de/s/zBX8yp5rR2TK4Zu>

The impact of social media marketing on brand image and consumer behaviour

People who regularly use social media are quickly tempted by the advertisements they see online and tend to almost always click on the link that is provided to them. In some cases, they will end up buying the advertised product and leave a review either on the products' website or share it with their friends. In my research, I want to focus on the impact that marketing on social media has on a brand's image and consumer behaviour while paying attention to current most popular social media platforms. In particular, I want to examine the ways in which a brand will try to persuade their consumers into ordering their products and leaving positive comments. My competition contribution will cover the marketing strategies that most brands use and the risks and opportunities these bring to both the brand's image and consumer behaviour.

Julia Jasmin Frochte-Peters

Submissions: <https://uni-paderborn.sciebo.de/s/ihxlx3ozpxxb813>

Optimizing social media in SMEs: Managerial guidelines for overcoming challenges

My research defines guidelines for optimizing the use of social media to improve business activities by analyzing the challenges faced by small- and medium-sized enterprises (SMEs) when implementing social media as a marketing strategy. Progressively more firms are using social media as a marketing tool as it is easily accessible and allows businesses to reach a wide range of customers. Although it offers a cost-efficient alternative to traditional marketing tools, making them ideal for firms with limited financial resources, many SMEs fail to take full advantage of it. Current research lacks guidelines and measures for managers to successfully implement social media in their marketing strategies. My study aims to take a closer look at the reasons why SMEs face certain challenges, and in doing so, define guidelines and approaches to solving them. The findings will help present and aspiring managers to optimize the integration of social media into businesses.

Yakub Irkilmez

Submissions: <https://uni-paderborn.sciebo.de/s/SikkVmkplNiEeGA>

Social media in football: How football clubs improve their brand image online

My research analyses how football clubs use social media to connect with their fans and improve their brand's reputation. Football is the most popular sport in the world and thus, football clubs have a lot of passionate fans eager to interact with their teams. Consequently, social media has become an important part of the marketing plans of modern football clubs. Football clubs use social media to communicate directly and interactively with fans, providing up-to-date information, exclusive content, and behind-the-scenes insights. However, certain problems arise with the use of social media, such as dealing with unflattering comments from fans of rival teams. In my research I will compare those opportunities and challenges, focusing on the effectiveness of using social media. My competition contribution will be using relevant literature that helps the audience to gain a better understanding of how to deal with an online followership in order to improve the brand image.



Jennifer Kümper

Submissions: <https://uni-paderborn.sciebo.de/s/9qUMLupjTxrmOwP>

Revenue sources of athletes: Analysis of salaries, sponsorship and prize money income in different sports

Athletes are not only the main players in the sports industry and different sport disciplines, but also form the main pillars of the economic environment. The income of athletes has changed constantly over time and varies enormously from sport to sport. Understanding the evolution of athletes' main sources of income helps to understand and support their financial situation. This study examines the different sources of income of professional athletes including salaries, sponsorship and advertising contracts, prize money and merchandising in different sports such as football, tennis and athletics. Furthermore, the impact of these sources of income in terms of career longevity and possible overpayment is critically examined. The results of this study will not only provide athletes, sports federations and sponsors with valuable information on athlete remuneration and revenue generation strategies but will also give outsiders an insight into the sometimes enormous profits made by athletes.

Arvid Marcel Leiner

Submissions: <https://uni-paderborn.sciebo.de/s/xQmFk0sbEiBJl5y>

Revolutionizing sports marketing: The power of Red Bull's marketing strategy

My research explores the topic of revolutionizing sports marketing by examining the innovative and impactful marketing strategy employed by Red Bull. This global brand is known for distinctive marketing campaigns, particularly in the realm of extreme sports. The main issue addressed in this study is the examination of how Red Bull's marketing strategy has reshaped the sports industry, capturing the attention of consumers worldwide. By analyzing Red Bull's approach, valuable insights into effective strategies for engaging audiences and creating powerful brand associations within the sports industry can be gained. This research project delves into the specific discussion of Red Bull's key marketing tactics, such as sponsoring events, creating viral content, and fostering athlete partnerships. By uncovering the secrets behind Red Bull's success, this research aims to provide an understanding for the significance of brand storytelling and experiential marketing as well as inspire and guide future sports marketers to unleash the power of innovative marketing strategies.

Eda Önacan

Submissions: Sciebo link

The pros and cons of controversial marketing on social media: An analysis of its impact and ethics

Controversial marketing on social media refers to the practice of intentionally triggering an emotional response from the audience by using provocative content such as misleading advertisements. Social media has created new opportunities for marketers to reach their audience which lead unethical marketing practices to increase. Studies have shown that controversial marketing can lead to a lack of trust in both the brand and the influencer. However, evidence has also determined that the attention this strategy creates can increase product recognition and sales. The response of consumers to offensive content may result in more engagement and therefore being favored by a platform's algorithm. The main issue surrounding outrage marketing is its potential to contribute to the spread of misinformation and consequent harm it can cause to consumers. Within my research the long term impact of controversial marketing will be analyzed and the importance of transparency and ethical practices will be highlighted. My competition contribution will focus on the development of key literature in relation to current cases, to hopefully provide the audience with a more advanced understanding.



Chairpersons

Ellie Munir Kourieh; Jonas Belghiti Alaoui

Roundtable 9B: Consumer behaviour 2
14:30 – 15:50, 17th June, Q2.122

Daniela Gumanic

Submissions: <https://uni-paderborn.sciebo.de/s/CvQEHDdOidPLxTH>

The pseudo-loyalty paradox: Uncovering the drivers and consequences of inconsistent brand support

My research explores the paradox of pseudo-loyalty in the context of consumer-brand relationships. Brand loyalty is often considered a key driver of success and sustainability for businesses. However, pseudo-loyalty challenges this concept by referring to consumers who show inconsistent buying patterns despite appearing loyal. While they may not be wholly committed to a brand, they can still influence brand success through purchasing decisions, interaction and communication with other consumers. Through a careful review of relevant literature, I want to identify in my research why some consumers exhibit inconsistent brand loyalty and how exactly this behaviour affects brand success and reputation. By uncovering the underlying drivers and consequences of so-called pseudo-loyalty, my research aims to help marketers and businesses in enhancing customer retention and develop more effective branding strategies. My investigation also contributes to the broader understanding of consumer behaviour and sheds light on the complex dynamics of the consumer-brand relationship.

Edona Nafija

Submissions: <https://uni-paderborn.sciebo.de/s/cMiGpBzvwY2Wlmi>

The influence of social proximity on online ratings in the sharing economy

Recently, it can be observed that online ratings in the sharing economy are often positively biased, which can be misleading for other users. The sharing economy is characterized by the fact that services and products are made available on a peer-to-peer platform. Therefore, personal contact is essential for transactions within the sharing economy. Since sharing economy platforms differ from conventional companies, many potential customers are skeptical at first and therefore rely on the reviews of other users. However, websites such as Airbnb provide almost exclusively positive reviews, while interviews show that only about 70% were actually satisfied with the service. One approach to explain this discrepancy is the concept of social proximity, which states that people tend to give significantly more positive feedback when there has been personal contact and they feel sympathy for their transaction partner. This makes reputation systems opaque and less informative.

Afif Salman

Submissions: <https://uni-paderborn.sciebo.de/s/DFcyxJwSN13hvb7>

Analysis of the impact of e-commerce on consumer buying behaviour in Germany

Germany currently ranks fourth in the world for having the most internet stores with roughly 461,640. Since the year 2000, the e-commerce market has been expanding steadily. B2C e-commerce alone produced revenues of about 87 billion euros in 2021, an increase of about 19%. At least once a month, 85% of Germans order or consume something from an online service provider. In this study, I examine how e-commerce has affected German's shopping habits, paying particular attention to how it has affected electronic payment systems like PayPal, Apple Pay, and Google Pay. The payment processes and, consequently, the purchasing behaviour of consumers have been streamlined by new payment options like Paypal. Worldwide, 435 million users use the Paypal online payment service (2022). In my research, I analyse how far e-commerce has gone mainly to digital payment methods and how the new payment possibilities have impacted German consumers.

Karoline Elisabeth Schäfers

Submissions: <https://uni-paderborn.sciebo.de/s/ruZdGDufDiaCTi1>

Trust dynamics in the sharing economy during the COVID-19 pandemic

My research examines how trust dynamics in the sharing economy are impacted amidst the challenges posed by the COVID-19 pandemic. The sharing economy transforms how we consume and interact with services and goods, but like the traditional form of consumerism, this new form of transaction relies significantly on trust. However, the pandemic has introduced new challenges and considerations in this context, including perceived risk and health concerns, affecting user behavior and transaction outcomes. Therefore, understanding these dynamics is vital for developing effective strategies that foster trust and adapt to a changing landscape. By analyzing the impact of the COVID-19 pandemic on trust, my research provides insights into how it can be maintained within the sharing economy during unusual crisis situations. My competition contribution will focus on the insights from the literature review, highlighting the critical factors influencing trust formation during these challenging times and offering practical implications for rebuilding trust and fostering resilience in the post-pandemic era.



Laura Schulz

Submissions: <https://uni-paderborn.sciebo.de/s/5JVPUVPPFOE5Soq>

Collaborative consumption: A real change in consumption habits or just a short-lived trend?

The idea of collaborative consumption arose during a financial crisis in 2007 as a solution to save money by borrowing and sharing goods. Social concerns about the long-term viability of consumption also contributed to the idea. The goal is to spare existing resources and use them efficiently. It is a type of sharing economy which has grown in popularity over traditional consumption habits in recent years. While collaborative consumption is seen as a promising method of promoting sustainability and community, it does not come without its challenges and potential problems. Establishing appropriate regulations for collaborative consumption is essential. Otherwise, it might fail to provide the same level of safety and security as traditional consumption models and may be an obstacle to sustainable business practices. My research therefore seeks to ascertain whether this trend is merely transitory or whether it will evolve into a movement with the potential to reshape the world and the way business is done.

Vanessa Warkentin

Submissions: <https://uni-paderborn.sciebo.de/s/vLI7VCOHL9PH2eX>

To what extent has the e-commerce business changed due to the COVID-19 pandemic?

My research aims to investigate the impact of the COVID-19 pandemic on e-commerce which has transformed the way people shop and enabled businesses to reach a wider audience by selling products and services online. The pandemic-induced changes in consumer behavior, characterized by a surge in online shopping due to lockdowns and social distancing measures, have continued beyond the crisis as people have embraced the convenience it offers. As a result, businesses have had to adapt and enhance their online presence to meet the demand. However, this shift has also affected physical retail spaces, with city centers experiencing a decline in foot traffic as consumers opt for online shopping. This has led to small businesses struggling to survive, and some have even closed down permanently. Therefore, my research aims to analyze the changes in the e-commerce business due to the pandemic and provide insights into the future of e-commerce and its impact on the retail industry.

Chiara Süpke

Submissions: <https://uni-paderborn.sciebo.de/s/QHComvu1eJrNN9m>

Emotions as drivers of purchase decisions: A comparative analysis between in-store and online shopping

My research aims to investigate the role of emotions in shaping consumer behavior and their impact on purchasing behavior in physical stores compared to online environments. The results of this study demonstrate that emotions have a significant influence on consumer behavior. It highlights that positive emotions lead to more positive evaluations of products, while negative emotions show the opposite effect. In physical shops, emotions such as sensory stimulation play a significant role in consumers' purchase decisions. Similarly, online environments generate emotions in the context of convenience, which in turn influence consumers' decision-making processes. The study also highlights the affect-as-information theory, which states that we use our emotions as information to form our opinions and decisions. Overall, this research contributes to a deeper understanding of the role of emotions in shaping consumer behavior and provides key insights for marketers on how to effectively target emotional aspects to develop marketing strategies tailored to both physical and online retail settings.

Julia Guldner

Submissions: <https://uni-paderborn.sciebo.de/s/BG0u6Bn0bN5kldh>

Loyalty programs in times of crisis: examining the impact of status attainment on consumer behavior

My research examines the impact of loyalty program status attainment on consumer behaviour in the context of the current climate crisis. Companies wish to increase consumer loyalty by rewarding them with preferred customer statuses, but environmental concerns have raised questions about the potential negative effects of such a status. This research intends to determine the following research question: How do consumers react to achieving a certain status in loyalty programs during times of heightened environmental awareness? The research project will investigate whether achieving a certain level of status results in good things like grateful customers and elevated status perceptions or makes people feel guilty about their environmental impact. It will also determine which variables the loyalty program is influencing consumer behaviour in the context of the climate program. The competition contribution will discuss the potential negative effects of status attainment on consumer behaviour and provide recommendations for companies to make loyalty programs more environmentally conscious.