IBS 3MT Competition

Roundtables Programme

24th and 25th June at Paderborn University
Competition Organisation • English VI Team
IBS Languages • Faculty of Business Administration and Economics

David Cowan
Rachel Lindner
Amy Zemniak
Nicolas Jagusch
**Roundtable Program**

**Friday 24th June**

The first sessions open at 8:45 AM. Participants must join session rooms TEN MINUTES before they are due to start.

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Saturday 25th June

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The role of social media in employer branding - social media marketing as a communication tool

Roundtable 1A: Taxation, accounting and finance
09:00 – 10:20, 24th June, Q5.245

Dominik Lücke
Submissions: https://uni-paderborn.sciebo.de/s/7QUMSkUv1V7vWfT

The impact of neo-brokers on the equity culture: A focus on young inexperienced investors

Neo-brokers such as Trade Republic or Robinhood are digital financial services that make trading and investing without additional fees more accessible and straightforward to a broader consumer base. Due to the increasing interest of mainly the younger generation in trading securities in the context of the pandemic, my research will examine the impact of neo-brokers on the equity culture with a specific focus on young inexperienced investors. As young generations are threatened with a pension gap, an adjustment of the pension contributions of contributors becomes necessary. It is in the interest of neo-brokers to enable low-cost trading in securities in order to provide for one’s retirement in the long term. My hypothesis is that although young investors are concerned about their retirement provision, they are less concerned with the topic of investing. My research will show that successful investing in the stock market requires a long-term time frame and short-term speculation with the dream of making quick money rarely leads to success.

Erwin Friesen
Submissions: https://uni-paderborn.sciebo.de/s/umcUwPWIwTL5U6Q

Tax avoidance in family-named family firms

My research addresses whether the family name in the company name has an influence on tax aggressiveness in family businesses. To be as profitable as possible, many companies tend to avoid taxes and although these practices are mostly legal, they are seen as rather negative by the general society. While companies such as Amazon or Facebook can live with such an image, family businesses have a harder time, as the reputation of their business puts the reputation of the whole family at risk. Using previous work on the tax behaviour of family businesses, I will look more closely at whether the family name alone can ensure that family businesses avoid paying less tax. My research will thus answer a call for a more detailed analysis of heterogeneity within family businesses. In my competition contribution, I will focus on key literature in this regard and thereby give the audience a clear idea of the current state of knowledge.

Mahdi Rahali
Submissions: https://uni-paderborn.sciebo.de/s/8NURXT013flvZ68

The measurement of unconditional conservatism: An overview of the relevant measurement methods

My research analyses the methods of measuring accounting conservatism in empirical studies and scientific literature, with a specific focus on the measurement of unconditional conservatism. There are several reasons for the existence of conservatism. On the one hand, conservatism in accounting helps to reduce information asymmetries between two parties and thus reduces the risks arising from information asymmetries. On the other hand, accounting conservatism protects companies against managers who receive bonus payments linked to profits from withholding losses in order to report higher profits. The measurement of accounting conservatism is an intensively discussed topic in the scientific literature. Overall, there is no standard measure, but rather a variety of ideas and methods for measuring accounting conservatism. My research will provide an overview of common methods of measuring unconditional conservatism and discuss their effectiveness. My competition contribution will focus on the common measurement methods in the literature and thus provide the audience with a more nuanced understanding of these methods.
Marco Luong

Financial globalization: Risks and possibilities in a globally connected world

My research analyses the benefits and risks of financial globalization between developing countries. Financial globalization can enable large benefits, particularly to the development of the financial system, under consideration of the main agents: governments, private investors and borrowers, and financial institutions. However financial globalization can also come along with crises. My hypothesis is that the potential benefits of financial globalization will most likely lead to a more financially interconnected world and an extended level of financial integration of developing countries with international financial markets. My research will contribute to an important debate on the synoptic comparison of arguments regarding financial globalization. My competition contribution will focus on the key literature strengthening the research, thereby giving the audience a deeper understanding of the topic and emphasizing key aspects in the debate.

Lisa Piepenbrink

Sustainable finance: How can green financial products support the move to electric vehicles?

The vision of switching largely to electric vehicles (EV) by 2030 and the long-term effects of the climate change are only a few reasons to raise public awareness for sustainability initiatives. Based on previous research about the general efficiency of EV and current methods of financing, there are indications that green and conventional bonds differ in quality, price and purpose and that green finance is a key determinant of a low carbon economy. My research outlines how green bonds, as one central instrument of 'Sustainable Finance' work, and examines how these can promote the transition to EV while contributing to climate protection. I want to specifically analyze whether green bonds can finance these EV investments in a more environmentally sustainable and efficient way in comparison to conventional financing alternatives. The audience of my competition contribution will become aware of the principles of Sustainable Finance to have a great background knowledge when buying EV.

David Dang

An analysis of the impact of green bonds on stock prices

My research analyses the impact of the issuance of green bonds on a firm's stock price. Today, the climate change is a major issue and many activities of various companies, for example concerning the industrial production, contribute to environmental pollution significantly. In this climate change debate, green bonds are perceived as important financial instruments in corporate finance as companies and shareholders are increasingly approaching this issue through corporate social responsibility. Green bonds can be one solution for reducing environmental pollution but this also raises the question to what extent the issuance of green bonds influences the stock prices of firms. My research seeks to answer this question and it will provide important insights for firms intending to issue green bonds and for shareholders. My competition contribution will address the reasons for increased popularity of green bonds and it will outline the key literature in order to analyse the financial effectiveness of green bonds.
Roundtable 1B: Communication and teamwork
09:00 – 10:20, 24th June, Q1.213

Sohal Anwari
Global Virtual Teams: The effect of cultural diversity on trust building

My research analyses the effect of cultural diversity on trust building between Global Virtual Team (GVT) members, specifically using Hofstede’s cultural dimensions. Globalization has made the world more interconnected than ever before. As a consequence, traditional organizational forms, leadership roles, and ways of managing people must adapt to changing times. The creation of GVTs is one innovative approach. While virtual teams provide many benefits in terms of knowledge capital, creativity, and access to a larger pool of talent, their performance can be hindered due to a lack of trust among virtual team members, which is mainly caused by cultural differences. Working in a virtual cross-cultural team for a French Health and Beauty company, I realized that team effectiveness and trust are inextricably linked together, especially in this Covid 19 digital era. Therefore, my competition contribution will focus on the key literature underpinning the research, providing the audience with a more advanced understanding of this topic.

Vanessa Rosenau
The effect of the formal wording of information on its credibility

My research investigates whether the formal wording of information enhances the information’s credibility. Information is used to make decisions, and it impacts behavior. Whether people accept information or not is influenced greatly by whether they perceive the information to be believable. However, particularly in online environments, it is difficult to identify truthful information as the origin is often unclear and the barriers to publish information are low. It is therefore essential to know how to present information in a way that people perceive as credible. My competition contribution focuses on previous literature in the field of information credibility, which serves as the basis to predict the results of a planned field experiment that compares the credibility of formally and informally written information. The competition audience will gain a deeper understanding of the factors that influence information credibility judgments, which can assist them in presenting their own research in a beneficial manner.

Frederike Becker
The influence of individual versus team feedback on group performance: A literature review

My research addresses the utility of individual versus collective feedback in work groups. Recently there has been a shift from highly rigid to increasingly flexible organizations. As a result, agile methods such as SCRUM which includes working in groups and giving post-performance feedback have gained importance. Since it is common knowledge that feedback influences the performance of such working groups, there is a vast body of scholars examining the effect of feedback on teams. Nevertheless, the question whether individual or collective feedback leads to an increase in group performance under specific circumstances related to the characteristics of the individuals, the team, and the task remains unanswered. Aiming to fill this gap in knowledge, relevant literature in this field will be reviewed. By doing so, my work will contribute to the debate about agile organizations and enhance the understanding of both competition participants and managers on how to use feedback efficiently. Finally, my investigation has the potential to significantly improve work processes in organizations.
Sara Alexandra Carlettis de Sousa  

**Reality negotiation: a useful method that might minimise cultural differences in international business**

My research analyses how applying a reality negotiation (RN) process into diversity management practices can minimise cultural challenges in international business (IB). In theory internalisation has the potential to create a common business culture between companies, however in practice that is not the case. It is known that culture influences how businesses operate. It impacts negotiation behaviour, norms, values and most importantly interpersonal communication which often causes misunderstandings and action based on stereotypes. Therefore, it is a crucial skill for companies to understand other countries’ cultural values. As I have grown up with two cultures myself and had moments in which I had to adapt to certain traditions, I will highlight the effects that RN has on the factors, thus answering the question if it serves as a framework to reduce communication barriers. My competition contribution will refer to relevant literature that helps understanding the importance of this model as well as its limitations.

Nathanael Rahn  

**Synchronising teamwork among central Asian and Western culture - successful connecting opposite cultures**

My research focuses on the increasing importance of central Asian economies and its impact on cross-cultural project management. To a greater extent managers are challenged to synchronise central Asian, especially Kazakh culture, with western culture to implement effective Workflows, communication and a common cultural understanding to ensure agile and successful teams. Therefore it is essential for designated leadership to deeply understand the cultures and being capable of preventing potential cultural based problems. Since cultural differences caused significant failures in the past it needs extraordinary sensible leadership. According to Hofstede’s dimensions Kazakh and western culture differ fundamentally. Nonetheless, a gaping hole regarding central Asian and western cultural teamwork in literature exists that potentially leads to set backs in the global economy development for several multinationals. My investigation will lead into a complex cross-cultural understanding and will eventually help international leadership to navigate delicate cooperations to success.
Roundtable 2A: Management and leadership
10:50 – 12:10, 24th June, Q5.245

Lina Knetsch
Submissions: https://uni-paderborn.sciebo.de/s/wSdlvDsJi8j57Hh
Sustainable leadership practices and their impact on future decision-makers

My research analyses the opportunities arising from a sustainable leadership approach and highlights implications for future leaders. Presently, companies have gained increased awareness of their business impact on the triple bottom line - people, planet, and profit. Therefore, it has become increasingly vital for leaders to embrace a sustainable leadership approach to understand its impact on tackling global challenges such as climate change and gender inequality. Taking conceptualizations of the existing frameworks as my starting point, my hypothesis states that sustainable leadership is the only long-lasting leadership approach. By translating the frameworks’ implications into their management style, leaders can increase customer value by developing a highly engaged workforce that creates quality products, services, and solutions. My research will contribute to highlighting the importance of the current shift towards sustainable management and will give recommendations on how future decision-makers can create this shared responsibility and a long-term vision.

Jendrik Diekmann
Submissions: https://uni-paderborn.sciebo.de/s/yhj2yTADyzo1Dly
The challenges of leadership in multinational teams

In my research, I will analyze leadership in multinational teams and highlight the characteristics, skills, and techniques a multinational team leader requires in order to successfully manage such teams. Multinational teams, which are characterized by national and cultural heterogeneity, have become crucial for international companies due to their ability to integrate a variety of perspectives and skills. In today’s globalized world, collaborations with international companies are the key to success. The cultural and national diversity between teams from multiple nations can bring forth a range of challenges such as conflict management, coordination, control, and communication issues. The leader of such teams must address these challenges with a range of personal characteristics and strategies. I intend to review the relevant literature on the topic, focusing on the role of the leader in multinational teams. By doing so, my work will contribute to the in-depth understanding of multinational team management.

Marcel Tamburrino
Submissions: https://uni-paderborn.sciebo.de/s/yZsyp8W7XYBz53Z
Cross-cultural management: Overcoming managerial challenges in multicultural teams: Maximizing their benefits to improve business performance

My research investigates the managerial practices to minimize the problems and maximize the benefits of multicultural teams to foster innovation and improve the business performance. Today’s intertwined business world requires the best knowledge, skills and understanding of language and culture to perform a successful task around the globe. Therefore, multicultural teams have been on a steep rise due to their deep insider knowledge, skill, and the ability to recruit the best talent from around the globe. My research aims to answer the question how managers can minimize the problems accompanied by multicultural teams to maximize their benefits through managerial practices. My research will contribute to the ongoing discussion that highlights the importance of cross-cultural knowledge for managers. My competition contribution will concentrate on the research's supporting literature, thereby offering the audience a better grasp on how to manage multicultural teams and will also emphasize essential managerial techniques to optimize their advantages.
Julian Urban

Cross-cultural management: The impact of CCM on the service sector and work performance

The objective of my research is to assess the impact of cross-cultural management and organisational culture on the performance of a country’s workforce, with a focus on the service sector. In most countries, the service sector is the most prominent one with a large proportion of cultural diversity due to our globalized world. Companies, therefore, have to consider cultural differences when managing their workforce. Since people working in the service sector are dealing with customers on a daily basis, it is very important that they are well managed. My research aims to answer the question of what impact cultural differences have on the service sector and what different approaches are crucial to achieving success for one’s company. My research will contribute to the discussion on cross-cultural management in the service sector by relying on the conducted research, to improve the understanding and importance of that topic.

Jonathan Schwarze

Quality management in agile software projects: development and integration in the IT-sector

My research combines the practices of agile software development and quality management in order to improve project success for SMEs in the IT-sector. While quality management has been utilized for over a decade, agile software development is a relatively modern phenomenon. Agile values represent flexibility, speed and self-empowerment in project teams, whereas quality management relies on implementing and overseeing processes. The IT-sector is facing growing complexity: 56% of software projects are over budget and 60% exceed the planned time. The literature agrees that implementing a quality management system might solve some of those issues. However, it is not well researched how to implement it in an agile environment. My competition contribution aims to fill this gap by outlining factors to be addressed when integrating quality management in agile projects, focusing on SMEs, which make up for 99% of all software companies in Germany and need quality to distinguish from the competition and succeed in innovating the industry.

Lisa Sidiqi

Impact of sustainable human resource management on employee performance: a critical analysis

In my paper, I address the question of the extent to which sustainable human resource management practices can improve employee performance in a company. In doing so, I focus on Germany. I look at the congruence between the orientation of the organization towards sustainability and the sustainable human resource practices. Organizations are continuously encouraged to integrate sustainability practices into their strategy, policies and procedures. However, companies act in the interests of their direct and indirect stakeholders. Accordingly, these sustainable developments must meet the economic, social and commercial needs of these stakeholders. In this context, the application of sustainable HRM practices can assume effects inside and outside the organization. Sustainable HRM includes activities that can be associated with social responsibility and green HRM. Examples are health, safety at work or gender equality. My analysis is intended to shed light on the importance and context of sustainable measures in HRM. With this paper I hoped to clarify how we can incorporate sustainability into HRM practices and raise awareness among people.

Valentin Hechmann

The international competitiveness of German professional football: a critical analysis of the 50+1 Rule

My research examines the impact of the 50+1 rule in German professional soccer on international European competition. The 50+1 rule is a regulation which exists only in Germany and allows investors to buy more than 50% of the capital share of a soccer corporation, while holding less than 50% of the voting rights. In thus acting as a barrier against investors who therefore are unable to pursue their economic goals, it is intended to preserve traditional values. Compared to other European professional leagues, the key issue is whether German teams can remain internationally competitive in the long term. Taking the stakeholder approach as the starting point of my analysis, the hypothesis arises that the co-determination of association members leads to a lower economic performance in an international comparison. My analysis will contribute to the widely discussed debate on a possible repeal of this rule and whether German clubs that have spun off the professional team can thus remain viable in the future.
Roundtable 2B: Employer branding and attractiveness
10:50 – 12:10, 24th June, Q4.245

Ceren Sezer
Submissions: https://uni-paderborn.sciebo.de/s/9wMbWwI8vUPwDbE
The role of social media in employer branding: social media marketing as a communication tool

My research analyses the importance of employer branding on increasing the attractiveness of the workplace for new applicants. In today's world of work social media marketing represents a crucial role when it comes to recruiting and retaining employees. In this context, social media channels are used for direct recruitment, but also to enhance the company's image. Therefore, it is of great importance for businesses to explore the great value of social media marketing and develop innovative strategies to distinguish themselves from their competitors. The aim of my research is to examine in more detail what measures companies need to demonstrate the attractiveness of the workplace and recruit the most suitable candidates by using the right platforms. In the course of my work, I would first like to explain the concept of employer branding and how it relates to social media. My goal is to provide a benchmark for a successful workplace and employer by researching the right measures of employer branding.

Grazia Cadiri
Submissions: https://uni-paderborn.sciebo.de/s/9QFXx1V1baJPtTH
Social media recruitment: the impact of employer branding on applicants’ selection process

My research addresses the impact of employer branding on applicants' decisions to apply for a specific vacancy. In recent years, employer branding has become an important source of sustainable competitive advantage. Today, job seekers search for information about potential employers by using their recruitment websites and social media. There is increasing evidence that employers need to place more emphasis on communicating corporate benefits with talented prospective employees. In my research I aim to investigate which attributes on social media channels have an influence on being perceived as an attractive employer. My competition contribution will provide insights into how strategic employer branding on social networking sites may be used to increase employer attractiveness and thus attract a larger pool of applicants. By focusing on the relevant literature both competition participants and human resource managers can benefit from my findings as they can add to the understanding where improvements might be made.

Sarina Altmann
Submissions: https://uni-paderborn.sciebo.de/s/WSB68oudMYusQWe
Employer branding strategies: Cultural challenges for multinational enterprises

My research explores the importance of employer branding and reflects on the strategies adopted by international companies operating in different cultural environments. The global labor shortage has led to intense competition among employers for the best applicants, therefore, companies, especially internationals, are paying more attention to employer recruitment strategies. Ongoing globalization and the growth of international business activities require companies to establish a globally appropriate employer branding strategy. In my research, I want to find out to what extent these strategies need to be adapted to different cultures in the context of globalization and a possible convergence of cultures. My research, therefore, contributes to an essential and ongoing debate about international employee recruitment. This competition contribution focuses on key literature outlining why international employer branding, in particular, has become more important, thus, giving the audience a deeper understanding of different perspectives and approaches when addressing this strategic challenge.
The effects of CEO personal branding: A critical analysis

My research addresses the impact that the introduction and building of a CEO's personal brand has on customers, employees, and the organization. Since a CEO's reputation is essential to the success of a company and is one of its most valuable and competitive assets, it is becoming increasingly important for leaders to present themselves appropriately. While marketing was solely brand-based some years ago, companies nowadays tend to use people to represent and market the company. For some corporations, communication through the personal brand of the CEO is already the norm, yet others are still skeptical. Therefore, my research aims to analyze the impact of personal branding of CEOs. My competition contribution will refer to the key literature and critically analyze the advantages and disadvantages of personal branding for executives to assess whether personal branding should be included in corporate marketing activities. Thus, the audience will gain a clear understanding of the importance and benefits of personal branding for CEOs.

The significance of workplace flexibility concepts on employer branding and its organizational challenges

My research analyses the extent to which workplace flexibility concepts are an important indicator for successful employer branding, focusing on working hours and the working place. Attracting and retaining talent is becoming more complicated for businesses due to a shortage of skilled workers and the resulting increase in job opportunities. An ongoing turnover of staff not only causes a loss of expertise, but also leads to higher expenditures for training. Therefore, we need to ask what determinants improve employer branding, so that businesses appeal more attractive to potential employees. By analyzing the relation between workplace flexibility and employee's satisfaction, its effect on employer branding becomes very clear. The research further investigates the complexities of flexibility for the organization, which also needs to be considered for clarifying the employer brandings' success. My competition contribution will focus on insights from the most relevant literature and aims to clarify the importance of flexibility concepts on employer branding from a recruiting point of view.

Employer branding: The importance of better recruitment marketing strategies in German companies

My research analyses recruitment marketing strategies for German companies to counteract skills shortages. In recent years, it has become increasingly difficult for companies to find suitable candidates for their vacancies due to changes in the labour market. While candidates used to compete for advertised vacancies, employers must currently prove themselves as attractive for potential applicants. This makes employer branding increasingly relevant. Taking German companies facing skills shortages as a starting point, I investigate the challenges currently posed by employer branding and approaches to address these difficulties. Therefore, my research seeks to answer the question how German companies should rethink their recruitment marketing strategies. My competition contribution focuses on the results of the Employer Branding Now Report (2021), which deals with current trends in employer branding, as well as insights from the relevant literature. I aim to provide the audience with a deeper understanding of what companies must do to start to attract qualified personnel, including future university graduate, such as those participating in our 3MT competition.
An international comparison of green building initiatives: impact and implementation

Climate change is one of the greatest tasks our generation must face and to analyze a possible solution for this dilemma, my research focuses on the possibilities and limitations of so-called "green building". Sustainability in the built environment is becoming a strong force in the construction industry to achieve social and environmental benefits. A "green" building eliminates negative impacts on our climate and environment through its design, construction, or operation. They preserve resources as well as improving our quality of life. However, while green building is a good way to counteract the climate change, it is not flawless. In my research I want to shed light on green building initiatives on an international level, thus answering the question how countries differ in regards of implementing green building strategies as well as their accessibility to green building in general. My competition contribution will give insights in green building itself as well as how various countries have different options in terms of implementing green building practices. My contribution for the conference will therefore remind the participants that calculations, especially planned cost calculations are important.

The impact of green buildings on employee health and productivity

My research focuses on examining the impact of green buildings on employee health and productivity. In today's world, employees are increasingly a critical factor in a company's success. Since maintaining health is closely related to employee productivity levels, many companies are investing in designing the workplace with green buildings. Previous research has shown that employees in an office with "future-oriented buildings" have lower rates of illness and absenteeism, and these same advanced buildings should ultimately increase employee productivity. Thus, with my research, I would like to consider factors related to the extent to which the design of the work environment through the use of green buildings can influence employee performance and health. My competition contribution will focus on the key literature to provide both participants and companies with an important deeper insight into the topic, in addition to demonstrating how optimal employee performance can be achieved by considering green buildings.

The impact of gentrification on low- and middle-income citizens: A critical analysis

My research analyses the urban development of metropoles around the world. Specifically, it considers how low- and middle-income citizens are struggling with high rent and the impact of gentrification. In Germany, the housing market is a profitable business for investors, especially in conurbations like Munich, Berlin, or Hamburg. However, it is plagued by extremely overpriced rents and unfair housing conditions, especially for middle- and lower-income citizens. Furthermore, poor urban areas in big cities like Berlin are in a change because of wealthier citizens moving in, improving housing, and attracting new businesses. This international phenomenon, also known as gentrification, manifests in inequality between income classes. Therefore, during business progresses, entrepreneurs and investors need to protect the low- and middle-income citizens from displacements. My research discusses the (dis-)advantages of urban development and analyses recent approaches to a solution against gentrification. My competition contribution will therefore focus on key literature underpinning the research, thereby giving competition participants and organizations awareness of the topic.
Sustainability analysis of modern urban e-mobility with focus on e-scooter-sharing

My research analyses the sustainability of modern urban e-mobility. I focus especially on e-scooter sharing. E-scooters form the image of every big city nowadays and more and more people tend to use them to get to their inner-city destinations, all under the name of “sustainability” and “green mobility”, raising the question whether modern urban e-mobility is really sustainable or rather damaging the environment. Regarding aspects such as child labor in developing countries for battery production, highly hazardous battery waste, short life spans of e-scooters and vandalism on the scooters, my hypothesis is that the appearance of sustainability is deceptive in this case and that urban e-mobility still has a long way to go to fulfill their promises to society and the environment. My competition contribution will focus on literature and studies that researched the topic and thereby giving the audience an understanding of how sustainable products, whose main reason for existence is sustainability in general, really are.

Plastic-free: Can tips help reduce plastic waste?

My research examines the potential of tips to help reduce plastic waste. Plastic pollution, primarily from packaging, has become one of the largest issues of our time. However, many products packaged in plastic make it very difficult to avoid plastic. To encourage people to shop more sustainably and thus reduce their plastic waste, they receive a list. The list includes tips such as using reusable bags, avoiding single-use plastics, and shopping at zero-waste shops. Many approaches have already tried to develop solutions for the problem. However, several measures were often used simultaneously, so it was not clear which measure led to the change. My research project aims to investigate the extent to which tips on avoiding plastic waste can influence people’s buying behaviour. I aim to answer this question through a field experiment. In my conference contributions, I examine the importance of reducing plastic waste and whether tips are effective.

Nestlé’s water sales in Europe: Peacemaking conflict resolutions of a corporate ethical dilemma

Using the VITTEL spring as an example, my research examines the extent to which bottled water is a burden on society and the environment and the resulting conflict for Nestlé. Within the existing economic system there is a constant conflict between making a profit and sustainable societal goals. The over-exploitation of groundwater can lead to various problems. These include the drinking water supply for the local community but also the restricted use of water by other economic sectors. Starting with a comparison of the stake- and shareholder value approach and Porter’s ‘Created-Shared-Value’ approach, I will show that the implementation of CSR has a fundamental role. My research will contribute to an important debate about corporate exploitation of water and how resulting conflicts can be reconciled. The literature I draw on will underpin my research and thus provide the audience with a more nuanced understanding and the importance of the issue.
Roundtable 3B: Marketing 1
12:25-13:45, 24th June, Q4.245

Jasmin Fechler
Submissions: https://uni-paderborn.sciebo.de/s/8MNH4Buwt4qHVOS

The real effectiveness of targeted ads. Real match or just a waste of money?

With the rising use of cookies to analyse users’ online behaviour, targeted ads are increasingly attractive for companies. Advertisers target their messaging to the group of users they expect to be most likely to respond to the specific campaign. To identify those groups, data from various websites, including social media, is collected and evaluated by advanced analytical systems. While many companies automatically assume that this is the most effective way to advertise, in reality, little is known about the real effectiveness and accuracy of targeted ads. In my research, I will analyse under which circumstances companies are able to successfully improve their marketing performance and which conditions might even have a negative impact on the reaction of targeted users. My research aims to give the audience a deeper understanding of the topic and has the objective of showing that certain conditions must be met, so that targeted advertising proves to be profitable.

Justin Sänger
Submissions: https://uni-paderborn.sciebo.de/s/tlVy0vPu3cihG0E

Loyalty programs as a means of increasing customer retention

My research analyses the use of loyalty programs to increase customer retention, focusing on the investigation of how customers are affected by it. A crucial goal for all companies is to build long-term relationships with customers by reaching out to them emotionally. A key question related to this topic is whether customer loyalty programs are a proven tool for this purpose and to what extent customers are affected by this. Taking the psychology of loyalty programs as the starting point of the analysis, the hypothesis arises that after an initial purchase and automatic participation in a loyalty program, customers are subconsciously influenced to make further purchases by monetary or non-monetary rewards. My research will contribute to an important debate on the role of company loyalty programs in customer retention. The goal of my competitive contribution is to provide a more nuanced understanding of the topic and highlight key voices in the debate through the examination of the customer loyalty and reward theory that underpins the research.

Katharina Weinrich
Submissions: https://uni-paderborn.sciebo.de/s/NdBbdGzEO8lBBSu/authenticate

The impact of social media content marketing on brand image

My research analyses how a brand’s image can be shaped by its social media strategy, specifically by content marketing. Content marketing is a type of marketing in which the brand produces fact based content to keep its customers informed and interested without explicitly promoting the brand. What companies need to pay close attention to though, is the kind of content that is being posted and what impression of the brand it gives to consumers, as not all posts leave them with a positive image of the brand. Not having a clear strategy, not addressing target customers or poor-quality posts are some of the issues brands are facing. My competition contribution focuses on what makes a brand’s content on social media appealing to consumers. In order to do this I will identify what studies say about the impact of social media content marketing on brand image and identify strategies for content marketing in social media that companies can use.
The effect of veggie product marketing on meat consumption: A critical analysis

In my analysis, I will focus on the impact of marketing campaigns on consumer perceptions of the food animal industry and discuss the general influence of marketing on the perception of a veggie food product. Worldwide, over millions of people follow a vegetarian or vegan diet. Still, many reasons exist as to why people resist changing their diet to a veggie one. Among the threat to cultural traditions and the issue regarding moral dilemmas, the overall perception of veggie food plays a huge role, since it is often negatively connoted. Campaigns are modelled to affect the tendency of people to possibly adopt one or more diets. Therefore, my research will contribute to the important debate on the role of marketing and in how far veggie product marketing actually promotes the adoption of such a diet. Furthermore, I will analyse the possible benefits of a mostly plant-based diet in terms of environmental benefits.

The untapped potential of social media influencers for tourism promotion

Covid-19 is slowly allowing us to travel again, and social media has become a means for overstimulating its consumers with travel content and creating thriving vacation destinations. Social Media influencers (SMIs), in particular, are cultivating strong tourism destinations by publishing cheerful photographs on the internet to further propagate wanderlust. After suffering from the pandemic drought, this 'I want to go there, too' approach has shown to be a beneficial instrument for countries and cultures to reclaim successful tourism and revenues. For some tourism-dependent economies, tourism is a large economic sector, accounting for around 14% of GDP in a normal year. Furthermore, this industry directly or indirectly employs around 15% of all workers in those countries. My study will offer insight into the usage of social media influencers as a significant new communication channel for tourism success. It will also look at how this marketing strategy is helping tourism locations grow in popularity.
Obadah Andoura

The role of government policy on entrepreneurial activity

My research analyses the impact of government policies on entrepreneurial activity. Entrepreneurship has a positive impact on the country, its people and the national economy besides promoting innovation, which has a multitude of economic and social benefits. For this reason, for example, there are numerous governments, such as Qatar’s, provide close focus to business entrepreneurship and implement measures to promote the support entrepreneurship in their countries. In this context, government policies play an essential role because they shape the institutional environment in which entrepreneurial decisions take place. My research will contribute to an important debate on the role of government policies and how their actions could encourage entrepreneurial activity while, on the other hand, how it can sometimes have a negative impact with respect to some activities. The focus of my paper will include examples of entrepreneurial activities that have benefited from government grants versus other activities that have suffered disadvantaged by government measures. This will provide the target audience the opportunity to gain a more differentiated understanding of this topic.

Lena Rademacher

Unethical practices in new ventures: The role of moral disengagement in commercial and social entrepreneurship

My research analyzes unethical behavior in the organizational context, focusing on new commercial and social ventures. With the growing implementation of corporate social responsibility (CSR) practices, it is evident that ethical standards have become a focal point in business. Nevertheless, unequal pay, false product claims or even large-scale scandals such as the ones of Wirecard and VW highlight that unethical behavior remains an issue in the modern economy. Drawing on the theory of moral disengagement (MD), I aim to analyze to what extent MD can explain unethical business practices. I hypothesize that while MD is more prevalent in commercial entrepreneurship, it can still be observed in social entrepreneurship. My competition contribution will focus on the most relevant studies identifying the role and impact of MD in new ventures. Both competition participants and organizations can benefit from my analysis, as it helps to understand and prevent the occurrence of unethical business practices.

Elif Aydin

A critical assessment of the effectiveness of growth mindset interventions on students’ entrepreneurial intention

My research aims to assess the effectiveness of growth mindset interventions on students’ entrepreneurial intention. Scholars have proven that the number of students deciding to become an entrepreneur has declined approx. 10% since 1996 (Fairlie et al., 2017). However, according to Dweck’s (2015) growth mindset theory, growth mindset interventions can help students to foster their entrepreneurial mindset, thereby stimulating overall entrepreneurial intention. In my research, I want to investigate how effective growth mindset interventions are at compensating for students’ lack of entrepreneurial spirit. My competition contribution will add to a critical discussion on outcomes of different mindset programs and their effectiveness on students’ entrepreneurial intention. My competition contribution will focus on the key literature that supports the topic, offering the audience a better understanding of a growth mindset, and providing advice for entrepreneurship programs on how to make their interventions more effective for students.
The strategic relevance of intrapreneurship: From the antecedents to the consequences of intrapreneurial behavior

My research sheds light on the benefits of intrapreneurial behavior and its antecedents. Intrapreneurship, as a bottom-up concept, enables employees to behave entrepreneurially and exploit opportunities in the market. Driven by psychological ownership, they launch new products, processes, and services, initiate self-renewal, or start new businesses by taking initiative. Recently, intrapreneurship has gained relevance because of the need to stay ahead of the competition as firms are facing increasing competitive pressures and hence the necessity for innovation. In my research, I intend to provide an overview of the strategic benefits of intrapreneurship and answer the question of which individual and organizational factors promote intrapreneurial behavior. My competition contribution will be based on recent literature and thus not only give participants and organizations a deeper understanding of the studies of intrapreneurship but also show them how to realize the full potential of intrapreneurs by translating the concept of entrepreneurship into an organizational context.

The importance of customer relationships for start-up success in the IT services sector

New ventures seek to legitimize themselves as valuable solutions to given problems in their target markets. However, gaining traction as a newcomer is particularly challenging. For example, while the pervasive IT start-up scene boasts several success stories, the mass of offerings appearing on the market can make it difficult for customers to understand their respective differential value. Moreover, despite start-ups being often cited as engines of economic growth, half of them in the U.S. fail within five years (Bureau of Labor Statistics, 2021). Working in a tech start-up myself, I could observe the entrepreneurial focus being more on the product itself than on marketing efforts to overcome customer skepticism. In contrast, I argue that a more customer-centric rationale, i.e., building interpersonal relationships, is necessary to effectively connect IT vendors with customers and to ultimately reach incumbent status. Based on my literature review, I suggest how these relational resources can be managerially fostered.

The rapid increase in the number of Chinese unicorns: The reasons for this boom

Unicorns are defined as privately owned start-ups with a current valuation of over one billion US dollars. In China, the number of these unicorns has increased significantly, especially over the last decade. Today, there are more than 300 Unicorns in the Country, the second highest number in the world, after the US with 487 unicorns. My research will analyse the reasons why China has experienced such a rapid increase in unicorns domestically. China's economy was known for being made up of a few large companies that were under government control. Thus, it would be difficult to expect this country to build a promising number of unicorns on this basis. Therefore, I will deal with the topic of how China's promotion programs are now laying the groundwork for promising start-ups that can confidently mature into unicorns. A major role here will be given to the internet, e-commerce, and games markets, which hold huge market shares in China.
Online marketing: How targeted advertising impacts consumers and changes the marketplace

In today’s society, we are spending so much time with online media that people have become numb to the mass of news and general advertising. Thus, the impact of targeted content on consumers is more important than ever and therefore a powerful tool in online marketing. As a digital marketer, I have dealt with this topic for years and know the importance of targeted advertising and how the marketplace and more specifically the consumers are influenced and changed. Traditional advertising platforms such as print, television, billboards and radio have limited targeting potential, whereby advertisers waste money on people who aren’t interested in the offered material. On the other hand, my research thesis will show that online advertising offers a variety of targeting options. Not only is it possible to link advertising to user engagement and online activity, but it is also possible to measure the efficiency of advertising spend by analyzing data on user consumption activities.

Social media marketing as a part of effective online strategy of businesses

Inspired by my interest in Social media and its usage in marketing my study examines its importance in an online marketing strategy. In the world of today, where everything is getting digitalized and where the importance of social media is growing rapidly, it is crucial for businesses to be present on social media. To acquire new customers to the base through social media marketing or to implement retention marketing can generate an increase in the sales of a company which leads to higher profits. Consequently, it can accelerate to increased brand awareness and brand improvement by using accurate strategies. Especially Instagram is a powerful tool for companies to reach customers. Since 2020 new features and tools got introduced on Instagram such as shopping tags on live videos to easier the shopping experience for customers and to help the brands who are selling over the platform. (Chen, 2021)

Being influenced: How influencers impact buying behavior

With the rise of social media over the last ten years, the use of influencers to conduct marketing activities for companies has become popular. Influencers are people who have large communities on different social media sites and use their wide-ranging scope in order to inspire people to buy the products they promote. Since almost everybody uses social media platforms, users are confronted with influencer promotions. My research addresses the impact influencers have on peoples’ buying behavior. I will examine whether peoples’ buying behavior changes significantly due to influencer content and which factors play a crucial role. Both competition participants and organizations can benefit from this analysis, as it may help understand, whether influencers really have an effect on buying behavior, what supposed tricks they use, or whether other factors are rather responsible for the fact that people buy the advertised products.
Lea Maurer

Why should luxury brands use social media marketing? The impact of brand love across generations.

My research explores the utility of social media marketing (SMM) for luxury brands and therefore examines how brand love can be achieved across generations. At first glance, luxury brands and social media are in a paradox, as luxury brands stand for exclusivity and social media for proximity. Also, the target groups are spread across generations, as social media primarily attracts the younger generation, while luxury brands target financially established adults. Given these circumstances, it is interesting to analyse why luxury brands should invest effort in SMM. My hypothesis is that luxury brands benefit from SMM because it allows building brand love at an early stage, which can increase brand loyalty and purchase intentions afterwards. Due to my professional interest in the sector, I am highly motivated to investigate the use of social media by luxury brands, the objectives pursued and why building brand love across generations is crucial for the luxury sector.

Semih Erik

The impact of using social media on the brand reputation of football clubs

My research addresses the impact of managing the brand image of football clubs with the use of social media. Professional football is one of the most popular sports in the world and has many enthusiastic fans who support their clubs with passion. For this reason, it is even more important for clubs to be in constant contact with the fans to improve their reputation as a brand. With the increasing use of social media, football clubs get the opportunity to build and maintain a bond with their fans. Despite their wide known advantages, certain disadvantages can arise for the football clubs, which could even damage their reputation. Therefore, in my research, I would like to address the essential opportunities and risks that arise for the clubs in the use of social media. The audience of my competition contribution can acquire knowledge about how to handle an online community to improve the brand image.

Sevval Gürleyen

The Impact of cross-cultural differences on international marketing

My research explores the impact of cultural differences on marketing in International Business. Consumers are confronted daily with countless brands and create their own brand perceptions, which are based on their value systems and cultural background. Cultural values powerfully affect our mindset and behavior inconscient and unconscious and it is therefore essential that marketing strategies consider consumer culture. In my research I will analyse relevant literature to investigate the impact of culture on international marketing with a particular focus on cultural adaptation. By doing so, I will highlight the opportunities and challenges for marketers and companies doing business abroad. The research results in this area are not only conducive for companies, but also ensure a clear understanding among current and future marketers. My competition contribution will focus on the key literature that underpins the research and the audience will thereby gain an understanding of intercultural marketing.
Roundtable 5B: Behavioural impact  
16:05 – 17:25, 24th June, Q4.245

Moritz Dürdoth  
Submissions: https://uni-paderborn.sciebo.de/s/3qC01ALgCSJn0im

Consumer behaviour of senior citizens in the modern economy

Consumer behaviour is one of the most important aspects of marketing, because it is the foundation by identifying needs, wishes and behaviour of the buyers. In marketing consumers are classified into different demographics. Among the most important are the age groups, with the group of 60+ year olds being one of the most important. Globalization and Digitalization changed every market, but how do senior citizens behave in this modern economy? The demographic of 60+ years present a high purchasing power and represent 31% of the aggregate spending in the US that is why this work has an economic value. I am very interested in how a demographic that is very different from my own reacts to the models and ideas of consumer behaviour. In my work I will focus on what is needed to make a consumer decision feel successful and satisfying, what influences seniors in their consumption and how it differs from other age groups.

Milena Lynen  
Submissions: https://uni-paderborn.sciebo.de/s/uPphSYKvAj4h25p

An ethical investigation of nudging despite some advantages

My research explores the practice of nudging from an ethical perspective. Public and private institutions make an increasing use of nudges to push people into specific directions when they make decisions without restricting their freedom of choice. Allowing people their freedom of choice sets nudges apart from other behaviour-altering policy incentives, such as taxes, and provides benefits. However, some people argue that nudging is manipulative due to the fact that people do not notice when they are nudged. In my research I want to investigate whether nudges are ethically justifiable or not and, if they are, under which circumstances. My competition contribution will focus on insights of key literature and studies underpinning the research. The audience can benefit from the analysis, as it may help understand in what situations of our life we get nudged and for what reasons these nudges are used.

Can-Luca Arica  
Submissions: https://uni-paderborn.sciebo.de/s/blxTdj5Fw41GaY

Do loyalty programs generate true customer loyalty? An analysis of the effectiveness of loyalty programs

My research addresses the effectiveness of loyalty programs (LPs) and their ability to create a truly loyal customer base. LPs have come a long way, from stamps for each dime spent in department stores that can be traded in for merchandise, to loyalty cards and mobile apps with various reward systems. They are applied in a wide range of industries and are considered an essential multi-purpose business activity that, depending on its implementation, can be used to increase consumption and retain customers. In my research, I want to explore this consideration, focusing on the question whether LPs can achieve long-term customer loyalty. Existing literature has already covered the objectives and benefits of typically deployed programs. Thus, my work will highlight that LPs have the potential to move beyond their usual objectives, by explaining from a business perspective how to strengthen customer relationships emotionally and by providing insight into how LPs can psychologically influence customers’ buying behavior.
The role of modern lobbying in the business context: A critical examination

My research addresses the impact of business of lobbying on the decision-making of German politicians and the economic function of this business. The beginnings of lobbying go back to the revolution of 1848 and is nowadays the legal representation of the interests of various groups in politics, with the aim of involvement. More recently, consultations of this kind are part of everyday life in political decision-making. These representational services are considered helpful and supportive, and yet it is significant to consider the wider effects of lobbying. My research examines the role of business of lobbying in this context and how significant its impact on German decision-makers really is, and whether the consideration of needs between society and lobbyists continues to be balanced when laws are changed and passed. While reviewing and transferring the relevant literature, this work plays a crucial role in order to better understand the extent to which one's own interests are considered politically and how important this branch of business really is.

Do self-written phone reminders encourage the purchase of organic food?

My research addresses the impact of self-written phone reminders on the purchase of organic food. Buying organic products helps to protect the environment. However, the intention to buy organic products remains often only in the head of a consumer and is not implemented. Although studies show that consumers are aware of a possible environmentally harmful production of food, they are shaped by automatisms and the shopping routine takes over the purchase decisions. Especially when there is no incentive to break this routine. I am experimentally investigating whether receiving a self-written reminder before shopping increases the amount of organic food purchased. By creating this change the aim is to protect the environment and positively impact animal agriculture, environmental impacts, and human health. In my competition contribution I will discuss the hypotheses that I expect to find based on the experiment I aim to conduct, supported by findings from the relevant literature.

How employees are motivated in the long term: an analysis using the example of Google

Long-term employee motivation is crucial to corporate success in many aspects. Incentive systems play an important role, however, they must be chosen in accordance with the corporate strategy. Therefore, it is critical to understand how incentives should be implemented in order to enhance motivation. Google is a well known company and at the same time a pioneer regarding employee motivation. But what is it exactly that makes Google special in this regard? The purpose of this research is to investigate how incentives can be used to motivate employees in the long term, using Google as an example. After a brief discussion of what motivation is and how it is structured, I will further investigate what Google has identified to be the best proactive approach to employee engagement and what other actions can be taken in order to enhance it. Therefore, companies and especially Human Resource Management benefit from my findings, as it can provide a guide to employee motivation.
Roundtable 6A: CSR and sustainability
9:00 – 10:20, 25th June, Q1.101

Sophia Kresin
Submissions: https://uni-paderborn.sciebo.de/s/S1ynbOTxxAXXE2C

The impact of corporate social responsibility on employee morale and productivity

My research analyses the influence of corporate social responsibility (CSR) with specific focus on environmental awareness, on employee morale and productivity. Optimizing job satisfaction and consequently employee productivity is a major issue for many companies. In contrast to conventional incentives, such as further training measures, promotions and monetary incentives, the significance of CSR in this context is rarely examined. Most literature focuses specifically on the connection between customer loyalty and environmentally conscious company positioning. In my research, I would like to examine to what extent the social and environmental positioning of companies, in the form of their CSR, has an influence on employee motivation and productivity. My competition contribution will focus on existing studies and thus provide a deeper insight into the correlation of the topic. Both competition participants and companies can benefit from my research as it will shed light on creating and maintaining a committed and innovative workforce.

Aimee Bele Kastien
Submissions: https://uni-paderborn.sciebo.de/s/V9gdRO2oQs1zywP
https://uni-paderborn.sciebo.de/s/vp1PQzTEpnNli8Y

How sustainably designed packaging is changing consumers’ in-store buying behaviour

Customers are more likely to buy products which are designed to gratify their needs and match their mentality. In markets with interchangeable offers as well as the information overload of consumers and the experience orientation of many target groups, packaging design is becoming increasingly important in the context of competitive advantage. Taking the work of Tambo and Lydekaityte as the starting point of the analysis, my hypothesis is that most purchasing decisions are not made until the consumer enter the retail shop. The packaging design is usually the only tool for communicating with consumers. From the pure protective cover to the decorative packaging, with content and intention, it has a lasting influence on the buyer. As consumers become more aware of the environmental impact of their purchasing decisions, my research will contribute to an important debate on the role of sustainable packaging in marketing and sales. My competition contribution will focus on the competitive advantage of sustainably designed packaging that also reduces environmental impact.

Lea Schiedel
Submissions: https://uni-paderborn.sciebo.de/s/WdwDrVM3sJ5H9TW

Business sustainability 3.0: Economic growth in a sustainable way

My research analyzes how companies can achieve economic growth while implementing truly sustainable standards into their businesses, using the Sustainability 3.0 approach. In recent years, an increasing number of companies claim to operate sustainably. However, a distinction needs to be made between companies that truly care for the environment and others which only aim to derive a reputation benefit from it. Many well-known companies invest in sustainability management, but their impact is not seen in recent sustainability studies. This results in a major contradiction. My research therefore aims to answer the question of how companies effectively achieve sustainable economic growth. My competition contribution focuses on the concept of business sustainability, which I will use to outline the sustainable activities of well-known U.S. companies. Thereby, I aim to provide the audience with a deeper understanding of what the concept of business sustainability means and highlight how even large companies are still struggling with its implementation.
Leonie Rempel

The influence of CSR on customer retention

My research analyses how an effective Corporate Social Responsibility (CSR) approach influences customer behavior and the extent to which it strengthens customer retention. An increasing number of corporations have tried to establish an effective CSR strategy over the past years, in order to develop a sustainable and positive company image and specially to decrease internal employee turnover. Considering the sustainable direction that many corporations tend to approach recently, my main hypothesis is that a CSR not only influences the overall firm performance, but also has a positive influence on customer perception and leads to customer loyalty, especially customer retention. My research emphasizes the extent to which customers are willing to stay loyal to a company if that company has a genuine and authentic commitment to its CSR activities. While focusing on the key literature of the research, my competition contribution will present essential insights of the discussion to the audience.

Pauline Klocke

How authentic sustainability and greenwashing influences buyers’ behaviour

My research analyses the use of greenwashing as a popular marketing tool in large companies. Today, more than ever, customers are very conscious about what and how they consume. This has resulted in companies being forced to produce and act more socially and environmentally responsible in order to meet the expectations of their customers. However, this raises the question of how many companies truly are sustainable and how many only pretend to be. The only goal of these companies pretending to be is to increase profit and improve their image, which is called greenwashing. Due to my current course work, I pay more attention to what I consume and started doing research on certain companies. In this process, I have noticed that many companies are superficially active when it comes to social and environmental consciousness. Therefore, my competition contribution will be focused on examples of companies’ sustainability practices in the production sector, what effect it has on the consumers and how they use it to increase their sales.

Julia Walter

Greenwashing in the face of sustainability: The effects of greenwashing on brand trust, consumer’s purchase intention and green consumption

Greenwashing in today’s marketplace has been around and enforced since the awareness of sustainable products has grown to be relevant for the environment and its’ challenges. Companies abusing this strategy are driven by the lack of ability of consumers to perceive greenwashing. Taking initial green purchase intentions of customers as a starting point, my research aims to contribute to understanding the influence of greenwashing on brand credibility and consumer perception. Looking at relevant literature I intend to investigate not only consumers but also real green brands facing green marketing, thereby making implications for differentiation of real green brands from pseudo green companies’ unethical deceptive strategies. As a competition contribution, my work focuses on enhancing consumers’ awareness of greenwashing and clarifying the urgency for transparency by giving an understanding of the effects and tactics of greenwashing.

Jonas Kroggel

Greenwashing within the fashion industry: phenomenon, prevalence and the impact on consumers

Today, where our planet is in a worrying state, sustainability is more important than ever. The fashion industry, which is responsible for a considerable amount of pollution, had to jump on the trend of being environmentally friendly and terms like “climate neutral” are commonly used. However, fast fashion companies are still prevalent which leads to a heavy contrast and the phenomenon of greenwashing. My research aims to ameliorate the understanding of greenwashing and clarify the extent to which it is widespread. I want to investigate the reasoning behind the usage of greenwashing strategies by taking an in depth look at financial performances and also provide an answer to the question what consumers can do to avoid it. Competition participants and mainly consumers can benefit from the analysis, as it will provide solutions to stop greenwashing and promote actual sustainability strategies.
Anika Deppe
Submissions: https://uni-paderborn.sciebo.de/s/mQc4oZblhBj5FTU

**The impact of employee satisfaction on employee performance**

My research addresses the impact of work satisfaction on employee performance. Even though job dissatisfaction has always been a prominent problem, it constantly develops over time due to the changing nature of work activities. Companies often attempt to increase employee satisfaction and engagement through various work-life balance measurements in order to maintain individual performance. Happy employees not only have a significant impact on individual performance and productivity, but also on the company’s overall performance, employee turnover, and the working environment. As a result, job satisfaction has become an increasingly crucial factor for employment conditions. In my research, I want to investigate to what extent employee satisfaction has an impact on the performance of individual workers. My competition contribution will focus on the key literature, thereby giving the audience a clear understanding where support is needed to maintain a high job satisfaction and how important it is for multinational companies to provide a good work-life balance.

Elma Omeragic
Submissions: https://uni-paderborn.sciebo.de/s/0C9Sgxb9rNL3ihK

**COVID-19: How working from home affects the productivity of Gen X and Gen Z employees**

My research analyses the impact of working from home on employee's productivity, with a particular focus on generation X and Z. Many firms were forced to adjust their traditional office culture to the new trend of working from home as Covid-19 entered the world and social distancing became important. The idea of working from home implies the use of digital technology such as videoconferencing. While this type of work demands a distinct working style, it is crucial to acknowledge any potential changes in their work performance. In my research, I want to investigate these factors with a focus on the difference across generations, thus answering the question whether various generations have distinct differences in productivity when working from home. My competition contribution will focus on key literature underpinning my research, assisting both competition participants and organizations in understanding where support is required to preserve employee performance and well-being.

Leoni Klassen
Submissions: https://uni-paderborn.sciebo.de/s/0f821jUVRiSSFk

**The increase of flexible work: changing workplace organization in the post-pandemic period**

My research analyses the impact of increased flexible work on strategic corporate planning with regard to office spaces. Flexible and remote work concepts have been gradually increasing due to advancing technological capabilities. This has been demonstrated by the recent COVID-19 pandemic, where many businesses had to cut down on-site workplaces as much as possible to comply with restrictions on the number of people allowed in one space, for health and safety reasons. Now that the pandemic is receding, however, the question arises whether people will return to their offices like before, or whether businesses will seize this opportunity to rethink office space. My research will contribute to the ongoing debate on the increase of flexible work. While focusing on the key literature, my competition contribution evaluates the pandemic’s accelerating role in the increase of flexible workplaces and provides a well-founded outlook on its future direction.
Alissa Cristin Lücke

The effect of workplace design on employee’s work performance: A literature review

Since employee performance has a direct impact on company performance, it is in the best interest of the company to enhance employee productivity. Most theories only describe the relationship between work performance and content- or process-oriented motivational concepts, but not what influence the design of the workplace has on performance. Factors such as temperature, lighting conditions, structural environment, distractions, and personal space affect the well-being of employees, and this influences work performance. The main issue is that companies seek to decrease costs by distributing many employees to a minimum of office space. In the process, savings are also to be made in equipment and building construction. Poor workspace quality leads to frustration, dissatisfaction, and personal failure, which in turn can have a negative effect on output. I intend to review the literature on this topic, focusing especially on the positive influence of well-designed workplaces. The aim is to show that investing in workplace design makes more economic sense than cutting costs.

Nisa Esma Nur Acar

Gender discrimination in businesses: How sociocultural structures influence discrimination against women in leading positions

Despite several policies to enhance gender equality in recent years, gender discrimination is still prominent. My research will particularly focus on workplace inequalities towards women in leadership positions. With the help of the rational bias theory, I intend to develop a more comprehensive understanding of gender discrimination and the limited career progression for female employees. Studies indicate, that women still face substantial challenges in businesses. Often, they need to perform better than their male counterparts to be considered just as competent. This is a systemic issue which must be acknowledged properly. The inadequate representation of women in leading positions will form the basis of my research thesis, subsequently offering contributions to important debates on how firms adapt to female leadership. Additionally, my competition submission will focus on relevant literature that supports findings on gender discrimination, as well as provide valuable insights on how to overcome gender barriers in the workplace.

Linda Geers

Challenges of women’s re-entry into the workforce after childbirth in Germany: The important role of companies

My research focuses on the challenge women in Germany face when re-entering the workplace after parental leave. Many women in Germany repeatedly face the problem of reconciling family life and work. This is still due to challenges such as career neglect and inequality in the distribution of tasks when returning to work. However, the trend in this field is going to an increasing proportion of German companies that provide an adapted environment for women after re-entry. There could be the possibility that companies can benefit from shorter maternity leave too. Therefore, the question arises how companies can support returning mothers without harming themselves. Since every woman can still be confronted with these disadvantages, my research contributes to draw attention to the problem and possible improvements. My key literature will concentrate on the measures companies can take to best support women with the challenges they face after re-entry, thereby offering the audience a deeper insight into the topic.
**Roundtable 7A: Nudging, lobbying and whistleblowing**

10:35 – 11:55, 25th June, Q1.101

**Nadine Arning**

Submissions: [https://uni-paderborn.sciebo.de/s/RUrD8oBrck2O2jT](https://uni-paderborn.sciebo.de/s/RUrD8oBrck2O2jT)

**Green-nudging: The impact on electricity consumption due to the interaction between transparency and the environment**

My research addresses the impact of transparency of nudges and the environment on electricity consumption. Today’s society consumes food, clothing, and energy in an unsustainable way. Additionally, to satisfy the ever-growing demand for energy, especially electricity, one must resort to finite energy resources. The combination of an unsustainable consumption pattern and the utilisation of fossil fuels has evoked the imminent climate crisis. According to Thaler and Sunstein (2009, p.9), “a nudge is any factor that significantly alters the behavior of Humans”. Nudging can therefore help change society’s consumption pattern and thus contain climate change. Nevertheless, nudging is often seen as manipulation and consequently a restriction of one’s freedom. In my research I want to investigate the transparency of nudges, meaning the manipulative and non-manipulative side of nudging, and how far these have an impact on the electricity consumption in different environments – private, work, and foreign. My competition contribution will focus on a literature review of transparency and an analysis of the effectiveness of nudging in various environments.

**Yuliya Kulpa**

Submissions: [https://uni-paderborn.sciebo.de/s/C1ac44tyLatsPGg](https://uni-paderborn.sciebo.de/s/C1ac44tyLatsPGg)

**The impact of the Covid-19 pandemic on consumers’ shopping behavior**

My research focuses on the impact of the COVID-19 pandemic on shopping behaviour. The coronavirus pandemic has been affecting the German economy since February 2020. It has been changing global consumer behaviour at enormous speed - and in very different directions. In addition to the Germany-wide lockdown and certain changes in everyday life, the Covid-19 pandemic has also led to a change in shopping behaviour. Online commerce is growing enormously, so Corona pandemic has greatly accelerated the trend of e-commerce. In my research I will analyse relevant literature to investigate how consumer behaviour changes in result of pandemic and how it develops. Therefore, I will explore whether consumers return to familiar consumption patterns or adapt to the new conditions in the long run. My competition contribution will allow a better understanding of what role e-commerce plays in times of the Corona pandemic and whether the changed consumer behaviour represents an opportunity for this.

**Jan Niklas Olschewski**

Submissions: [https://uni-paderborn.sciebo.de/s/p2luFbFsYswRgjl](https://uni-paderborn.sciebo.de/s/p2luFbFsYswRgjl)

**Impact of environmentally friendly packaging design on consumer purchasing decisions: An analysis**

My research analyses the impact of environmentally friendly packaging design on consumer purchasing decisions, particularly for fast-moving consumer goods (FMCG). The role of packaging regarding FMCG is associated with various benefits, ranging from protecting the product, to facilitating transport and handling, to effectively promoting the product at the point of sale. Since packaging is the consumer’s first point of contact with the product, it serves as an external visual reference point to infer the product’s inherent characteristics and qualities. Due to the high consumption of FMCG and the resulting packaging waste, as well as growing concerns about climate change and environmental damage consumers have become more aware of the issue of sustainability. To date, many studies have examined in depth how sustainable product attributes influence consumer product perceptions, while only a limited number of studies have focused on how environmentally friendly packaging design influences consumer purchasing decisions. My work will therefore contribute to a better understanding of consumer behaviour with respect to sustainable packaging design.
Tetyana Shevchuk

Fraud in the organic food industry

My research analyzes the real sustainability of the organic food industry and consumer behavior towards organic products within the European market. The awareness for a more sustainable and healthier diet has grown enormously in recent years and has ensured that people increasingly buy organic food products. Compared to 2015, the value of retail sales of the European organic agricultural products has almost doubled by 2020 (Statista, 2020). However, despite several benefits, there is a dispute concerning the reality behind labeled organic products. Studies show that notwithstanding numerous regulations, there still are cases of fraudulent practices in the organic food industry. My research will contribute to the current discussions on food fraud in Europe and draw attention to the possible advancements in the supply chain. My competition contribution will focus on the insights from the key literature to transmit a deeper understanding of the industry and raise greater awareness in the future purchase decisions.

Viola Kassandra Toews Reimer

Willful ignorance: The impact of cognitive dissonance in relation to meat consumption

My research addresses consumer behavior and the conscious decision not to acquire relevant information relating on the consumption of meat. It has been known for several years that meat consumption is contributing to the present climate change due to industrial factory farming. Nevertheless, there are more meat consumers than vegetarians. Among other things, this is due to willful ignorance. Willful ignorance is the avoidance of information about adverse welfare consequences of self-interested choices and, as a cause, leads to socially harmful behavior (Grossman and van der Weele, 2017). The main factor that can lead to willful ignorance is cognitive dissonance. In my research I will analyze relevant literature to evaluate the impact of cognitive dissonance on this behavior. My competition contribution will focus on the impact of reflection and knowledge acquisition on cognitive dissonance and thus willful ignorance.

Pauline Jansen

Motives for whistleblowing

My research addresses the impact of ethical, situational and organisational motives on the ethical decision-making process regarding whistleblowing. Whistleblowing is defined as the process of intentionally exposing wrongdoing or internal data to act in a morally correct manner (Touchton et al., 2020). Although there are many people who observe wrongdoing in organisations, there are only a few who dare to blow the whistle. Despite the fact that whistleblowing is covered by the freedom of speech, as the possibility of going public and pointing out unethical behaviour, the question arises to what extent moral attitudes favour the likelihood of whistleblowing. My competition contribution focuses on the influence of moral attitude on the whistleblowing process and the cost-benefit trade-off, defined as weighing up the potential benefits and the possible personal consequences that will result from whistleblowing. Therefore, the analysis of whistleblowing motives within business ethics will contribute to facilitating the whistleblowing processes and the improved protection of whistleblowers from prosecution.

Jessica Rick

Preventing occupational fraud through financial incentives

My research analyses the effectiveness of financial incentives in reducing fraud at the workplace. Since many instances of illegal corporate conduct are not reported, almost every occupational scandal demonstrates significant threat for a company. Whistleblowers often face the dilemma between acting along their sense of loyalty to their colleagues and the company and standing up for moral concerns. Due to fear of retaliation or intimidation they often hesitate to report unethical behavior at the workplace, raising the question of possibilities, especially financial incentives, to motivate more Whistleblowers. Taking insights from the relevant literature as a starting point of the analysis, my hypothesis is that monetary rewards might encourage Whistleblowing under certain conditions, but the decision of reporting is mainly motivated by intrinsic motivation including morality. My research will contribute to an important debate on the role of incentives in preventing occupational fraud and will help the competition audience understand the effectiveness of incentives.
Alina Jakobsche

Submissions: https://uni-paderborn.sciebo.de/s/KodQGQi1AF4QeLB

The challenge of measuring the relationship between Human Resource Management practices and business performance

My research analyses how Human Resource decisions affect business performance, and specifically addresses the challenge of expressing them in metrics. It has been recognized that HRM has a greater impact on corporate success than previously assumed. In addition to administrative tasks, Human Resource Management plays an important role in increasing employee productivity and improving organizational efficiency. Since Human Capital is one of the most important resources, HRM practices play a central role in the success of an organization. However, it is difficult to measure this productivity initiated by these practices. How HRM implementations can affect organizational performance and how different practices can be measured is known in the literature as the "black box problem". My research will contribute to different measurement approaches in the Human Resource field and address limitations these measurement methods entail. My competition entry will draw on the HRM literature to provide a detailed understanding between HRM practices and business performance.

Chiara Kemper

Submissions: https://uni-paderborn.sciebo.de/s/CvjHNDqeiR3Oeyi

Incentive systems as a management tool for motivating and retaining employees in multinational companies

The aim of this essay is to present remuneration systems, as motivation and retention of employees is a demanding task for businesses. Companies are eager to multiply their profits and develop sustainable competitive strategies, yet it is of great importance to offer incentives to employees to retain them. Due to recent trends such as the gig economy it is a common issue for companies to find qualified employees for the long term (Singh). Therefore, it is important for businesses to pay attention to human capital to create a high-quality human resource management. This difficulty applies to all areas of a corporation. In my research, I will investigate the effects of remuneration systems on employee performance and how multinational companies could use these systems to benefit from them. Thereby, I will give the audience a more nuanced understanding of this topic and draw attention to the importance of employee retention.

Jennifer Fot

Submissions: https://uni-paderborn.sciebo.de/s/RKT84jCZb4mteRH

Social media recruitment: The impact of a LinkedIn profile on job opportunities

My research addresses the impact of an appropriate LinkedIn profile to increase job opportunities. Using social media to identify qualified job candidates has been around for about 20 years and more recently, it has effectively normalized online recruitment. New opportunities are emerging for job seekers because there is a greater demand for qualified employees than there is for labor. Employees are no longer required to write applications. Instead, they must be able to promote themselves by creating a LinkedIn profile. In my research, I want to investigate what headhunters look for and how to advertise oneself on LinkedIn to attract employers. My competition entry will be based on my literature review findings, and both competition participants and employees can benefit from the analysis, as it can help understand what to focus on when looking for a job and how to properly present oneself on social media to increase career prospects.
Annika Neumann

Submissions: https://uni-paderborn.sciebo.de/s/BvX4WDGSGeQqLx

Recruitment in the 21st century: Social media as a tool to attract talent

My research analyses the role of social media in recruitment, with a specific focus on the impact it has on the employer brand. Social media is commonly used by most demographic groups nowadays. Consequently, plenty of businesses have already utilised multiple networks for customer acquisition. However, the number of firms which implement social media strategically to attract prospective employees is still comparatively small. It is important to examine how these platforms can be used in favour of recruitment, especially regarding the current war for talent. In my research I aim to determine how both firm- and employee-generated social media content can positively influence the perception of the employer brand and employer attractiveness. My competition contribution will focus on the insights from relevant literature on the topic. The audience and companies can benefit from this analysis, as it may help to understand the possibilities and challenges of social networks for human resource management.

Alex Decker

Submissions: https://uni-paderborn.sciebo.de/s/LyxrmULeNflwoOCu
https://uni-paderborn.sciebo.de/s/ccUfS5aZeQEYHu0

The effects of digitalization on HRM in multinational companies: A critical analysis

My research analyses the positive as well as negative effects and developments of HRM due to the advancing digitalization, with a special focus on multinational companies in highly developed countries. The world is continually changing and communities in these countries tend to follow all steps of digitalization, which raises the question of what developments multinational companies, operating in these areas, are going through or have already gone through in the field of HRM. Based on the literature published in the last five to seven years on this topic and focusing mainly on the consequences, my hypothesis is that the advancing digitalization is increasingly important for the field of HRM and the processes in these sectors can show an overall improvement. My research will contribute to an important debate about the main developments in HRM digitization and how improvements might be made. By focusing on the relevant literature in my competition contribution, I will provide the audience with insights into the key success factors and opportunities and risks of HRM digitization.

Carolina Neves Rodrigues

Submissions: https://uni-paderborn.sciebo.de/s/eGP5W4ilqfb7Pdz

Enhancing employee motivation with the right incentive system

My research addresses the impact of monetary and non-monetary incentives on employee motivation. The one-size-fits-all approach to employee rewards was widespread among employers for decades and still is in some instances. Recently, employees seem to have many different reward preferences based on individual needs, and businesses are effectively introducing adapted incentive cultures. While these implementations seem to have overall positive effects, it is important to identify the aspects that influence employee reward preferences. In my research, I want to investigate this with a focus on employees’ age, culture, attitude to life, levels of risk aversion, and salaries. My competition contribution will focus on the insights from relevant literature, answering the question of how to effectively reward employees based on different preferences. Businesses can benefit from this analysis, as it highlights the importance of offering the right incentives and provides guidance on how to effectively motivate employees and improve their performance.

Tanja Bilitz

Submissions: https://uni-paderborn.sciebo.de/s/yZWuH02nLEix7l6

The significance of hierarchy in healthcare teams: Improving teamwork and patient care with flat organization

My research addresses the impact of the hierarchy in healthcare teams on the performance and patient care. Challenging authority and speaking up, especially during crisis situations where patient safety is the priority can be difficult but essential. Poor communication between team members can lead to fatal outcomes for the patients. Flat hierarchy has become well-known in the business world in recent years and is popular in many organisations. But is this concept the right one for healthcare teams, where one decision may lead to death? In my research I want to investigate these factors with a focus on individuals challenging hierarchy during extreme conditions. I will analyse relevant literature to evaluate the significance of hierarchy as well as ways to improve teamwork and patient safety.
Phuong Thao Kieu

Strategic alliances: The prospects of success for collaborations between international rival companies

My research examines the viability of strategic alliances between international rivals. The number of corporate collaborations has been increasing continuously since companies are able to maximise their global power by cooperating with other businesses. By now, firms do not only form strategic alliances with usual companies but they even partner with their competitors. However, joining forces with enemies poses a risk to both firms involved as this business relationship entails a high level of uncertainty. In my analysis I intend to illustrate the extent to which inter-country collaborations between rival companies influence their firm performance, thereby focussing on the respective benefits and drawbacks of purposely choosing a competitor as a business partner. Based on recent studies, my competition contribution will prompt the audience and company managers to perceive international business connections from a different angle, thus extending their skills to evaluate the necessity of creating business ties with rival firms worldwide.

Marie Großeschallau

Cultural influences on work actions: The impact of differences in work-life balance in Japan and Germany

My research analyses the cultural differences in how people from Japan and Germany approach work with a special focus on work-life balance, the perceived value of work, and difficulties in cooperation that may arise from this perception. The average Japanese works about 348 hours more per year than the average German worker which raises questions regarding potentially different motivations for working and whether this might affect team building between Germans and Japanese within organizations. Taking the work of cultural theory as the starting point of the analysis, my hypothesis is that those differences in work-life balance influence the cross-cultural understanding of working together in a multinational corporation and can, therefore, have an impact on the performance of these companies. My competition contribution will focus on how cultural misunderstandings might be caused by different work ethics as well as the key literature examining these differences, thereby giving the audience a better comprehension of the topic and highlighting the need for a mutual cultural understanding.

Loreen Kulheku

Organized foreign assignments of multinational enterprises: Trailing spouses’ influence on expatriates’ success

My study examines the impact of spousal adjustment on expatriate performance during an overseas assignment. To meet the demands of today’s global competition among multinational companies, expatriates are sent abroad to represent the company’s concerns and objectives. Therefore, experts recommend preparation strategies for expatriates to ensure a successful foreign assignment. However, since there still exists a high rate of expatriation failure, literature increasingly emphasizes the importance of the spouse’s adjustment process as it directly affects the expatriate’s performance. In my research I aim to investigate whether the company’s organizational training that focuses solely on expatriate preparation is sufficient or proves to be the reason for expatriate assignment failure. My research will contribute to an important debate on why employers should include spouses in training strategies, despite higher costs, to prevent greater loss from a failed foreign assignment. By focusing on the key literature, both competition participants and HR managers can benefit from my findings as they highlight factors to consider when conducting an international assignment.
The consequences of poor working conditions in Qatar due to the 2022 World Cup

My research looks at the courses and consequences of the exploitation of labour in Qatar running up to the 2022 World Cup. Since the announcement in 2010 that the 2022 World Cup will be held in Qatar, evidence of exploitation of labour has been found. To date, over 15,000 migrants have died since then. Most of the workers mainly come from Asian countries. My research wants to explore the courses, as well as analyses the consequences for the workers. My competition contribution will focus on the key literature underpinning the research, thereby providing the audience with a deeper understanding of the issue. I will also describe in my competition contribution how these figures came about. The audience will learn about the working conditions that led to the consequences for the workers and the country of Qatar and why so many people died.

Anne Joelle Oya Amelung

The influence of culture on global marketing

My research investigates the influence of culture on marketing approaches and what companies therefore have to take into consideration when undertaking marketing in different cultures. Today's globalized world has opened many new chances for companies and one of them is being able to market themselves and their products or services to countries and cultures all around the globe. Companies therefore have an increased base of potential customers compared to times when the world was less connected. However, these opportunities also have brought along challenges. Understanding and taking into account cultural differences is crucial, otherwise a company might damage its reputation forever. My research aims to answer the question how businesses take care of cultural sensitivity when conducting marketing in different countries. My competition contribution will concentrate on the research's supporting literature, thereby giving the audience a better understanding of the subject and its importance.

Selinay Kilic

The impact of institutions on the exploitation of migrant construction workers in Dubai

My research addresses the influence of institutions on the exploitation of migrant workers in Dubai, focusing on employees from South Asia in the construction sector. As one of the biggest construction markets worldwide, Dubai has over 500,000 migrant construction workers. Many companies in the Emirates have been accused of offering low wages, extremely poor working conditions, and lack of occupational safety, leading to high death and injury rates of employees. This situation leads to the question of which institutions in Dubai facilitate labor exploitation. In my research I want to investigate in informal as well as in formal institutions to understand to what extent factors like cultural norms and current labor legislations encourage the mistreatment of South Asian workers. My hypothesis is that the underdevelopment of legal regulations strengthens the influence of informal institutions. My competition contributions cover an overlooked issue, thereby deepening our understanding of the ongoing problem and, more broadly, contributing to the debate on labor exploitation and how improvements might be made.
Albin Stubilla  
Submissions: https://uni-paderborn.sciebo.de/s/ZMOEBLZSiCkBV1F

Digitisation for SMEs in times of crisis: Help or further financial danger?

My research analyses the role of digital transformation in times of crisis, with a specific focus on small and medium-sized enterprises (SMEs) in Germany. Digitalisation shapes our everyday lives, be it in life or at work. This makes it more important for SMEs to build their business on the concept of digital infrastructure. The evolution to Industry 4.0 has ensured that companies need to become more innovative to offer flexibility to their customers. Many SMEs are struggling with this pressure, as financial and crisis times such as the Corona pandemic become an absolute hurdle for them. Taking the work of diverse analysts as the starting point of my research, my hypothesis is that while digitalisation has a positive impact on many companies, it represents a different transition for SMEs as they must work harder to adapt. In my research, I would like to focus my study on both the financial sphere and the survival possibilities of SMEs in times of crisis, to investigate whether digitalisation is seen as a support for SMEs or as another risk.

Valeriya Anissimova  
Submissions: https://uni-paderborn.sciebo.de/s/GomZ5EiRnfYBKGt

Investing in the metaverse as a business: Opportunities, disadvantages and future prospects

My research addresses the impact of the metaverse on businesses and its value as a marketplace. The metaverse refers to a series of interconnected virtual worlds, where people can meet as avatars and play, work and shop in a three-dimensional space. To participate, you need virtual reality glasses. However, these had their boom 10 years ago and have since lost popularity. Moreover, virtual reality does not seem to be catching on with the average consumer. Nevertheless, major brands such as Nike and Toyota are investing in the metaverse. In this respect, the question arises whether the metaverse has a long-term future at all and indeed whether companies should invest. To answer this question, I assess the opportunities, drawbacks and future prospects of the metaverse. Research in this area is not only of particular relevance to companies, as it shows whether it is worth investing now, but also to students, as it shows whether developing skills related to virtual reality will result in attractive career opportunities.

Daniel Emil Mazur  
Submissions: https://uni-paderborn.sciebo.de/s/dftRWh0INSliie2

Bitcoin as a payment method – barriers and opportunities

My research analyses the opportunities and obstacles of the cryptocurrency Bitcoin as a payment method. Over the last few years, Bitcoin has become increasingly important for people due to its growing interest. Since Bitcoin is a borderless currency and does not require a central bank, interest in Bitcoin as a means of payment is increasing. However, the controversial side of Bitcoin appears with countries banning it because of the risks involved. In my research, I want to investigate these aspects – barriers, risks, and chances – of Bitcoin in order to answer the question of whether it can become a globally recognised currency. My competition contribution focuses on the most relevant literature in this specialised field. The audience will benefit from my analysis as it will give them a better understanding of the current situation as well as the potential future of bitcoin in terms of being a payment method.
Alicia Heine  
Submissions: [https://uni-paderborn.sciebo.de/s/DTM9geeSxNisabl](https://uni-paderborn.sciebo.de/s/DTM9geeSxNisabl)

**Video streaming platforms: The consequences of reducing covid’s social restrictions in the video streaming sector**

My research project investigates the user behavior and profit generation of video streaming platforms in comparison to the economic development before and after the global pandemic. I will focus on well-known platforms such as Netflix, Disney+, and Amazon Prime. During the Corona lockdown and severe social restrictions in 2020, people stayed at home to protect themselves and others to not spread the virus. Therefore, a lot of time was spent alone at home, which led to a massive increase in video streaming platforms. Based on this, I would like to find out how exactly the profit was made and what specific reasons led to this increase. I will also examine what changed from an economic perspective after the pandemic ended. As this is the first time that these platforms have lost customers and profits for various reasons since they were founded, it will be interesting to learn how these companies deal with these circumstances.

Ebru Aykac  
Submissions: [https://uni-paderborn.sciebo.de/s/Dvmx9ShXFJB9o6r](https://uni-paderborn.sciebo.de/s/Dvmx9ShXFJB9o6r)

**Virtual reality and purchasing behavior: A method for companies to segment their customers**

My research examines consumer behavior in virtual realities, with an emphasis on the Second Life platform. Second Life is a multimedia platform that allows users to engage in online role-playing. The platform offers virtual goods and services that can be purchased monetarily. With the announcement of Mark Zuckerberg’s Metaverse, the intention became to analyze what motivates consumers to buy online goods and the potential for companies. Particularly, I am focused on Second Life as it is the first and most successful virtual reality platform. Additionally, most new platforms are based on Second Life. Therefore, the Howard Sheth’s model is used to analyze consumer influences on information processing. The buyer behavior in virtual realities is then compared to these approaches. In this regard, my research will provide a guide for companies seeking to establish a presence in the virtual market. Companies can segment their products more effectively by understanding consumers’ motivations and behaviors in virtual realities.
Matin Taghizadeh

The impact of the Covid-19 pandemic on recent inflation in the U.S.

My research addresses the impact of the Covid-19 pandemic on the recent inflation in the United States, with a specific focus on excess demand and supply chain issues. Inflation is now at a 40-year high and affects individuals, companies and thus the entire global economy. Although the recent war in the Ukraine has boosted the inflation rate, it was already at approximately 5% in the months before the war. In my research, I want to investigate the extent to which changes in consumer demand and supply chains, which were a direct consequence of the Covid-19 pandemic lockdowns and policies, have had an impact on inflation. My competition contribution is intended to provide the audience with a better understanding of the reasons for our rising living costs. Research in this area can help policy makers to prevent similar situations in the future.

Bennett Karow

Entry mode choices in a digitalized environment: A critical analysis

Globalisation has firmly influenced the economy in recent years. The subsequent increment of multinational enterprises has led to a steady expansion of the international business literature, particularly concerning entry modes. While the literature has developed in terms of entry mode suggestions for different markets and branches as well as for different sized businesses, studies about the entry modes themselves have been scarce. However, Brouthers et al. have recently published a paper in which they developed a framework based on which the authors define non-traditional entry modes that better fit technologically advanced businesses. In doing so, they have shifted the focus away from the predominant transaction cost theory that seems outdated in a digitalized environment. With regard to their contribution to the field, I want to analyse to what extent traditional entry modes must be re-defined. My competition contribution will explain the key theories on entry modes and compare them to the framework defined by Brouthers et al. to convey a deeper understanding of the topic.

Kira Lukas

Chinese market entry: An analysis of cultural challenges for western firms

My research analyzes the cultural challenges that international companies face when entering the Chinese market, with a specific focus on Western firms. Recently, the world has become increasingly globalized, therefore, businesses must continue to improve their cultural understanding and adaptability to remain competitive and overcome cultural challenges. Since China has grown to become one of the world’s major economies in the past decades, it is critical to understand the cultural distinctions that exist between Western and Chinese businesses. In my research, I want to investigate what cultural challenges Western firms face in China and how they may effectively manage these obstacles posed by Chinese culture to compete in the country. My research will add to a critical discussion on how to enter a foreign country in this globalized world. This competition contribution will focus on key literature relating to the topic, offering the audience a better understanding of Chinese culture, and providing advice on how to thrive in the Chinese market.
Imran Hakimi

Submissions: https://uni-paderborn.sciebo.de/s/tfnBsjvSr6DWCEa

A comparison of tax lobbying in the USA and EU

My research explores the differences between tax lobbying practice in the USA and Europe, comparing these two continents. There are many legal as well as illegal ways to avoid paying taxes in the tax system. Tax avoidance in the USA is primarily achieved by influencing tax law and designing tax regulations. Silicon Valley is the hot spot for this activity. In Europe, on the other hand, the main instrument for avoiding taxes is market correction, provision, and other soft law instruments. Thus, billions of dollars or are not paid. As part of my research, I intend to study how tax lobbying is done in the EU and the USA, as well as how corporate tax systems work, corporate tax regimes, and the cost of tax avoidance, with the objective of examining how tax lobbying impacts the tax system to avoid tax in both continents. Through my contribution to the competition, I aim to demonstrate some possibilities to make taxation more equitable for large and small companies alike.

Niclas Thomas Höller

Submissions: https://uni-paderborn.sciebo.de/s/PfQKc5io8fw05iv

The impact of backshoring on innovation and product quality of European companies: An analysis

My research addresses the impact of backshoring on innovation and product quality of European companies. Through globalisation and trade liberalisation in the 1990s, manufacturing has been moved from high-labour-cost to low-labour-cost countries, which is known as offshoring. Recently, companies have realised that offshoring can bring disadvantages, leading to a backshoring trend to the home country of many European companies. In my research I want to examine the drivers for backshoring with a focus on the factors innovation and product quality and answer the question whether these are justified reasons to abandon offshoring activities. I intend to analyse relevant literature and evaluate empirical studies conducted on this topic to deepen the understanding of why companies come to the strategic decision to return to the home country. By doing so, I will contribute to the ongoing debate of whether this is beneficial regarding innovation and product quality.

Beyza Derici

Submissions: https://uni-paderborn.sciebo.de/s/BFGFt7JK0sChKO6

A critical analysis of Saudi Arabia's drive towards becoming a knowledge economy

My research examines the state of the knowledge-based economy in Saudi Arabia using the Knowledge Economy Index (KEI) pillars of the World Bank Institution. Saudi Arabia has been striving to become a knowledge society for years and has taken several initiatives in this direction. However, progress have been slow as the country and ruling monarchy is primarily attempting to diversify its economy and minimize its much-criticized dependency on oil through improving education, infrastructure, and tourism. In my research I want to investigate the Saudi Vision 2030 strategic framework with a focus on the KEI pillars and understand the reasons behind Saudi Arabia’s slow progress in this matter. My competition contribution will focus on key literature that discusses the current state of the KEI pillars in Saudi Arabia and the Saudi Vision 2030 to provide a more nuanced understanding of the topic and introduce the audience to important voices in the discussion.

Louis Kramer

Submissions: https://uni-paderborn.sciebo.de/s/WB1qGbZg8qAzNLt

Impact of crowdworking and digital freelancing on developing countries: a critical analysis of opportunities and challenges

My research analyses the impact of digital working models, especially crowdworking and digital freelancing on developing countries. Specifically, it will show how they not only offer opportunities to contribute to economic performance and wealth in those countries but also entail certain challenges. Economy nowadays is massively affected by digitisation involving the so-called gig economy. Particularly the fields of freelancing and crowdworking have recently experienced a significant upswing. Moreover, the Covid-19 pandemic has effectively normalised remote work, thereby dwarfing traditional working models and proving that collaboration without physical contact can work efficiently. My hypothesis is that freelancing and crowdworking models provide unique opportunities for developing countries to reduce the economic gap to developed countries. I intend to review the literature on this topic, focusing especially on existing and possible future crowdworking and digital freelancing models in developing countries. By doing so, the audience will gain a wider understanding of economic opportunities for these working models while being conscious of potential challenges.
Roundtable 9B: Marketing 3  
14:30 – 15:50, 25th June, Q1.203  

Pauline Möbius  
Submissions: https://uni-paderborn.sciebo.de/s/Zzhhozeot6hnLgv  
**Sensory marketing: The effects of sounds on consumer behaviour**  
My research analyses the effects of sensory marketing on consumer behaviour, with a specific focus on auditory practices, meaning the use of sounds. Using the five senses – hearing, seeing, feeling, smell and taste – when addressing clients, sensory marketing aims to gain and retain customers by building an emotional connection between the clients and the products. Taking the work of marketing professionals as the starting point of my research, my hypothesis is that addressing the sense of hearing is most effective as there exists a direct connection to the long-term memory. However, using multiple senses might be even more effective. My research will contribute to an important debate on the role of sensory marketing in building a successful brand and improving consumer behaviour. My competition contribution will focus on the key literature to support the research, thereby giving the audience a detailed and useful understanding of the topic.

Hannah Louisa Taron  
Submissions: https://uni-paderborn.sciebo.de/s/frJRMbbby1aGZyrD  
**The impact of Instagram influencers on millennial buying behaviour**  
My research analyses the impact of Instagram influencers on millennial buying intention. The exponential increase in the followers of social media influencers has resulted in influencer marketing being a rapidly growing trend, as they emerge as a potentially important source of information and advice. This raises the question of what attributes motivate consumers to follow influencers’ recommendations. Drawing on the work of marketing experts, I hypothesise that for influencers to be deemed role models and imitated, credibility and psychological closeness are the key determinants of purchase decisions. My research will provide insights into the primary influencing factors, such as credibility, psychological proximity and congruence between influencer and product and how they affect the opinions and actions of their followers. My competition contribution will focus on the main literature underpinning the research to highlight what motivates millennials and, more broadly, what influencers and businesses should consider when promoting a product.

Sujana Gopalakrishnan  
Submissions: https://uni-paderborn.sciebo.de/s/UOBlFPhxUnIlexP  
**Impact of social media influencers on consumer behaviour: a critical analysis**  
My research focuses on the impact of social media influencers (SMIs) on consumer decision-making. In recent years there has been a significant shift away from traditional marketing methods and toward online marketing, such as social media marketing to boost brand awareness. With social media becoming a vital part of daily life, businesses have begun to market their products to consumers indirectly through SMIs in order to gain a competitive advantage. While influencers are perceived as opinion leaders, it is important to assess the factors which play a key role in consumer decision-making, such as their credibility. In my research, I will examine relevant literature to determine what motivates consumers to buy products promoted by influencers, thereby exploring how influencers affect consumer behaviour. My contributions to the competition will provide the audience with a better understanding of why influencers are important in companies’ marketing strategies and how they influence consumer decision-making.
Madhuti Uthayakumar

Submissions: https://uni-paderborn.sciebo.de/s/8twHIVUKVSoMSO

The negative influence of social media marketing on the consumers’ behavior caused by the pandemic

My research analyzes the pandemics’ influence on Social Media Marketing with a special focus on the effects on the consumer’s behavior. Social Media Marketing gained a lot of popularity throughout the years and is a must for every successful marketing strategy. However, the Covid-19 pandemic had such a big impact on our lives and behaviors. Consumers were forced to change their shopping behaviors which led to a significant rise in online shopping. Due to this social media marketing gained even more importance. Therefore, by combining both, I want to investigate the pandemics’ influence on social media marketing. Moreover, I want to focus on the negative impact on the consumer’s behavior. For this, I will analyze relevant literature to outline the negative effects and by concentrating on highlighting this, I aim to help understand what needs to be done better. Thereby this contribution could be very useful for future social media strategies.

Lisa Wascher

Submissions: https://uni-paderborn.sciebo.de/s/xcvFz6Auwb5n17N

The impact of flexible workplace concepts on employer attractiveness

My research analyses how flexible workplace concepts such as remote work influence the perceived employer attractiveness. Flexible workplace concepts are becoming increasingly popular, especially since the Covid-19 pandemic forced companies to have their employees work from home. Companies, therefore, have to respond to the wishes of employees for flexible work arrangements when attracting and recruiting new employees. In my research I want to investigate the value of flexible workplace concepts for employees in order to answer the question whether companies that offer flexible workplace concepts are more attractive for potential employees. My research contributes to an important debate on the role of flexible work arrangements in the future. My competition contribution will focus on insights from relevant literature, thereby giving the audience a better understanding of the importance of workplace flexibility.

Enie-Marie Sonberg

Submissions: https://uni-paderborn.sciebo.de/s/8ptSiUtM3x805y0

The impact of influencer marketing on businesses: An analysis of opportunities and threats

My research analyses the opportunities and threats businesses experience when implementing influencer marketing as a commercial strategy. In recent years, influencer marketing has become an increasingly popular and cost-efficient marketing tool for companies since social media influencers are an effective advertising instrument for promoting brands to target audiences. However, little attention has been paid to the potential threats for companies using this type of marketing. Based on academic research on this topic, my hypothesis is that while using influencers to promote companies’ products or services seems to be an effective way of doing marketing, this practice might negatively impact consumer-brand relationships. My research will contribute to an important debate on the effectiveness of influencer marketing and will identify the potential downsides. Focusing on the relevant literature in my competition contribution, I will give the audience insights into how influencer marketing can lead to brand growth or damage and highlight implications for future research.