

- Friedman, S., Friedman, D., & Sunder, S. (1994). Experimental methods: A primer for economists. Cambridge University Press.
- Camerer, C. F. (2011). Behavioral game theory: Experiments in strategic interaction. Princeton University Press.
- DellaVigna, S. (2009). Psychology and economics: Evidence from the field. Journal of Economic literature, 47(2), 315-72.

Course 5 Selected Issues in Sustainability Marketing

Seminar by PD Dr. Friederike Paetz

6 ECTS Credits

Nowadays, companies are focusing increasingly more on sustainable marketing management. In this context, the triple bottom line (planet, people, prosperity) has emerged as a significant basis for all entrepreneurial decisions. For the implementation of sustainability

marketing management, companies are confronted with several issues. For example, do sustainable product attributes affect consumers' purchasing decisions? Are sustainable consumers price-sensitive? Are corporate social responsibility initiatives rewarding from an economic point of view? To deal with those issues, this seminar focuses on relevant literature from the field of sustainability marketing.

Literature:

- Andorfer, V. A., & Liebe, U. (2012). Research on fair trade consumption - a review. Journal of Business Ethics, 106(4), 415-435.
- Belz, F-M; Peattie, K. (2012). Sustainability Marketing, 2nd edition, Wiley.
- Emery, B. (2012). Sustainability Marketing, Pearson.
- Tully, S. M., & Winer, R. S. (2014). The Role of the Beneficiary in Willingness to Pay for Socially Responsible Products: A Meta-Analysis. Journal of Retailing, 90(2), 255-274.

Further information can be found on the Internet.

Institute of Management and Economics

The Institute of Management and Economics traditionally follows a quantitative approach to economics and management science with an analytical optimization and an experimental component. Research in resource-constrained project scheduling, batch and continuous process scheduling, workforce scheduling as well as new approaches for optimizing supply chain constitute major areas of research. Experimental economics is another field of interest. By continuously expanding the institute, a third field of research has emerged: knowledge and value based management.

International Center Clausthal (IZC)

In cooperation with the university administration and the institutes, the IZC coordinates the international relations and activities of the university. The IZC is the central service point for international and German students as well as for university staff and faculty. Information on studies and internships abroad as well as on language courses and events of the IZC can be found here.

The Language Center of the IZC offers a wide range of language courses. For students and university staff, participation in these courses is free. Furthermore, the Language Center coordinates language tandems.

We are looking forward to welcoming you!

The Team of the IZC

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International Business Management Semester (IBMS)

Winter Semester 2020/21



Institute of Management and Economics
International Center Clausthal (IZC)



Every winter semester, TU Clausthal offers an International Business Management Semester. It is organized jointly by the Institute of Management and Economics and the International Center Clausthal (IZC). The International Business Management Semester (IBMS) is a great chance for all students who wish to orient their lives and studies internationally and work towards a globalized world.

Course 1 Digital Marketing

Lecture by Jun. Prof. Dr. Thomas Niemand

3 ECTS Credits

Digital Marketing is a lecture on phenomena in marketing practice and research related to the evolution of internet-driven technologies. Participants can gain substantial knowledge about recent trends and developments (see contents). Regular interactions, case studies and integrated exercises support learning and foster practical applications beyond the course of studies. This lecture covers, among others:

- Modern Marketing Understandings
- Theories and Concepts of Digital Marketing
- Frameworks for Digital Marketing
- Digital Marketing Research and Analytics
- Case Studies and Exercises



Literature:

- Kotler, P., Kartajaya, H., & Setiaswan, I. (2017): Marketing 4.0: Moving from Traditional to Digital. Hoboken, New Jersey: John Wiley & Sons.
- Tapp, A., Whitten, I., & Housden, M. (2014). Principles of Direct Database and Digital Marketing. Harlow: Pearson.

Course 2 Relationship Management

Lecture by Jun. Prof. Dr. Thomas Niemand

3 ECTS Credits

In modern management, customer relationship management is widely misunderstood as a software-driven approach to store information about customers and use that data for marketing purposes. However, this approach sharply neglects the fundamental principle of customer orientation in marketing. Hence, customer-driven approaches like relationship marketing or service dominant logic were proposed. This lecture introduces and deepens the understanding of customer-driven approaches as tools of relationship management within a digitalized and connected business context, by which the participants gain additional knowledge. Regular interactions, case studies and exercises integrated into the lecture support learning and foster practical applications beyond the course of studies. Contents and literature may be subject to slight changes.

Contents:

- Customer relationship management
- Relationship marketing
- Service dominant logic
- Other approaches for customer-driven relationship management
- Cases and Exercises

Literature:

- Egan, J. (2011). Relationship Marketing. Harlow: Pearson.
- Lusch, R. F., Vargo, S. L. (2014). Service-Dominant Logic: Premises, Perspectives, Possibilities. Cambridge: Cambridge University Press.

- Lusch, R. F., Vargo, S. L. (2014). The Service-Dominant Logic of Marketing: Dialog, Debate, and Directions. London & New York: Routledge.
- Freiburg, M., Frère, E., Stein, D. (2015). Analysis of Customer Service Relevance in Business Models from a Service-Dominant Logic Perspective. Köln: VAWW.

Course 3 TOPSIM – Global Management

Seminar by Professor Dr. Wolfgang Pfau

6 ECTS Credits

Global Management is a strategic management simulation that establishes a link between management theory and business practice. Participants manage an electronic manufacturing services company that produces electronic components and custom solutions for the international market.

The simulation requires operational and strategic decisions to be taken in an international context. Participants are asked to interpret market situations and market results, to carry out critical analyses of complex business inter-relationships, to make targeted decisions



based on their findings, and to gain clarity on the consequences of decisions. The simulation aims to help participants improve their strategic thinking, teamwork and organization skills.

Literature:

- TATA Interactive Systems, the producer of TOPSIM – Global Management
- Participants will be given a participants' manual prior to the simulation. The manual has been published by TATA Interactive Systems, the producer of TOPSIM – Global Management.

Course 4 Experimental Economics

Seminar by Dr. Christoph Bühren

6 ECTS Credits

This seminar consists of three parts: (I) an introductory lecture on experimental methods and designs in which topics are assigned to participants, (II) a block course with the participants' own experiments in combination with a lecture on the data analysis of the experiments, and (III) a block course with presentations of the participants' own experimental results combined with a lecture on how to write a paper on experimental results.

The course assessment is made up of conducting an experiment (related to part II), presenting the results (related to part III), and writing a seminar paper.

Literature:

- Weimann, J., & Brosig-Koch, J. (2019). Methods in experimental economics. Springer International Publishing.
- Kagel, J. H., & Roth, A. E. (Eds.) (2016). The handbook of experimental economics (Vol. 2). Princeton University Press.