



**JKU BUSINESS SCHOOL NEWSLETTER
ISSUE 16 - UPDATE**

**30th September
2023**

- 01. New Employee.**
- 02. New Employee.**
- 03. Retirement: Judith Miny.**
- 04. Featured Article: Keynote at WKÖ-Retail Day 23.**
- 05. Featured Article: Good bye Linz, Next Stop: Lima.**
- 06. Featured Article: New Professorship “Business Analytics and Technology Transformation”.**
- 07. Featured Article: What is ISA? aka A European MGB path.**
- 08. Featured Article: Master Thesis Prize.**
- 09. Featured Article: Global Business Master Program PAC: A Transformative Journey Concludes in Lima.**
- 10. Featured Article: Representation of the Institute of Organisation at the EGOS Conference.**
- 11. Featured Article: Decentralized Open Forms of Organizing - Workshop 2023.**
- 12. Featured Article: Multi-channel - the bold response to the crisis?**
- 13. Featured Article: Click & Collect on the rise in online shopping.**
- 14. Featured Article: ERPSummer Program at the JKU: Students Acquire In-Demand IT Skills.**
- 15. Featured Article: Participation in the EGOS Colloquium at the University in Cagliari, Italy.**

01. New Employee.

In September, **Tatjana Wöckinger** has joined the Business School as the new **apprentice**.



Tatjana Wöckinger
Apprentice
Business School

02. New Employee.

In August **Christof Brandstetter, BSc** has joined the Institute of Production and Logistics Management as a **Project Assistant** within the project “**Preventing epidemics in networks using integer programming**”.



Credit: JKU

03. Retirement: Judith Miny.

The Institute for Entrepreneurship wants to thank Judith for her years of invaluable service and wish her a well-deserved and joyous retirement ahead!

Special thanks for support and involvement in the MSc Management accreditation.



Credit: JKU

04. Featured Article: Keynote at WKÖ-Retail Day 23.

Ernst Gittenberger and Christoph Teller presented the latest research results on "Employer Attractiveness" in the retail sector. Top representatives from politics, business and academia discussed current challenges and future trends in the retail sector at the WKÖ Retail Day23.

The difficult situation in the retail sector was outlined by Dr. Rainer Trefelik (Chairman of the Retail Division of the Austrian Federal Economic Chamber), Dr. Harald Mahrer (President of the Austrian Federal Economic Chamber) and Karl Heinz Kopf (Secretary General of the Austrian Federal Economic Chamber).

More info click [here](#).



Credit: JKU

05. Featured Article: Good bye Linz, Next Stop: Lima.

On June 21, 2023 this year's **PAC students** celebrated their successful completion of the Austrian Term. Their course curriculum was enriched by diverse guest speakers from different Chambers of Upper Austria, the Upper Austrian Health Insurance Fund, Business Upper Austria and many more.

More info [here](#).



Credit: JKU

06. Featured Article: New Professorship “Business Analytics and Technology Transformation”.

Markus Sinnl has accepted the call to the Professorship
“Business Analytics and Technology Transformation” with
effect from July 1, 2023.

The PLM Institute sincerely congratulates!

More info [here](#).



Credit: JKU

07. Featured Article: What is ISA? aka A European MGB path.

“Nothing is more graceful than habitual cheerfulness, which is
always founded upon a peculiar relish for all the little pleasures
which common occurrences afford.”

Adam Smith (1777). “The Theory of Moral Sentiments”. Dublin,
Ireland: J. Beatty and C. Jackson, 32, p.30

Turbulences of the past years have taught us to remain open and
flexible towards new opportunities.

More info [here](#).



08. Featured Article: Master Thesis Prize.

Verena Stallhofer (**Institute of Production and Logistics Management**) receives Master's Thesis Prize 2023 of the Austrian Society for Operations Research.

More info click **here**.



Credit: JKU

09. Featured Article: Global Business Master Program PAC: A Transformative Journey Concludes in Lima.

On September 14, 2023 the Global Business Master program reached its inspiring conclusion in Lima, Peru. Over nine months, students traveled three countries—Canada, Austria, and Peru—immersing themselves in diverse business landscapes and cultures. Their journey began in Canada, where they explored North American business dynamics, followed by Austria, where they delved into Europe's intricate business environment.

More info click **here**.



Credit: JKU

010. Featured Article: Representation of the Institute of Organisation at the EGOS Conference.

This year's 39th EGOS Colloquium was hosted in the beautiful town of Cagliari in Sardinia. The conference theme centered around the concept of "Organizing for the Good Life: Balancing Legacy and Imagination."

The Institute of Organization Science made a notable presence at this esteemed event, contributing with three research papers. The head of our institute Professor Elke Schüßler organized this year's pre-Colloquium PhD Workshop, providing a platform for scholarly exchange among early scholars.

More info click [here](#).



Credit: JKU

011. Featured Article: Decentralized Open Forms of Organizing - Workshop 2023.

On Sept. 26, 2023, under the organization of Andreas Eckhardt (University of Innsbruck) and Waldemar Kremser, the first meeting on Decentralized Open Forms of Organizing took place in Innsbruck.

More info click [here](#).



Credit: JKU

012. Featured Article: Multi-channel - the bold response to the crisis?

65% of Austrians (aged 16-74) do both online and offline shopping (multi-channel shoppers). Channel hopping has thus become the norm among broad sections of the population. Just under 1% order all retail products via the Internet (exclusive online shoppers) and 34% shop exclusively in stores (exclusive offline shoppers). Fifteen years ago, it was the other way round.

But what distinguishes multi-channel shoppers from exclusive online shoppers? Multi-channel shoppers tend to be younger, have comparatively higher purchasing power, are more likely to try to save money on their retail purchases (rather than on other expenses) during the inflation crisis, and are to a greater extent

more quality-conscious in their purchases.

More info click [here](#).



Credit: JKU

013. Featured Article: Click & Collect on the rise in online shopping.

Since the Covid 19 pandemic, Click & Collect has experienced a significant upswing. Between 2017 and 2022, the number of online shoppers who buy retail goods online but then collect them offline more than doubled. The most common reason for Click & Collect is the secure availability of goods, with the avoidance of delivery fees (and return fees) already in second place.

In terms of spending, however, C & C is still in its "infancy," although the share of Click & Collect spending (of total online spending) in Austria is above the EU-27 average.

More info click [here](#).



Credit: JKU

014. Featured Article: ERPSummer Program at the JKU: Students Acquire In-Demand IT Skills.

Together with the voestalpine, KPMG, TU Vienna, and SAP, the Johannes Kepler University Linz has launched a new ERPSummer program.

As part of the program, students attended a joint kick-off event featuring various courses about the subject "Introduction and Application of ERP Systems".

More info click [here](#).



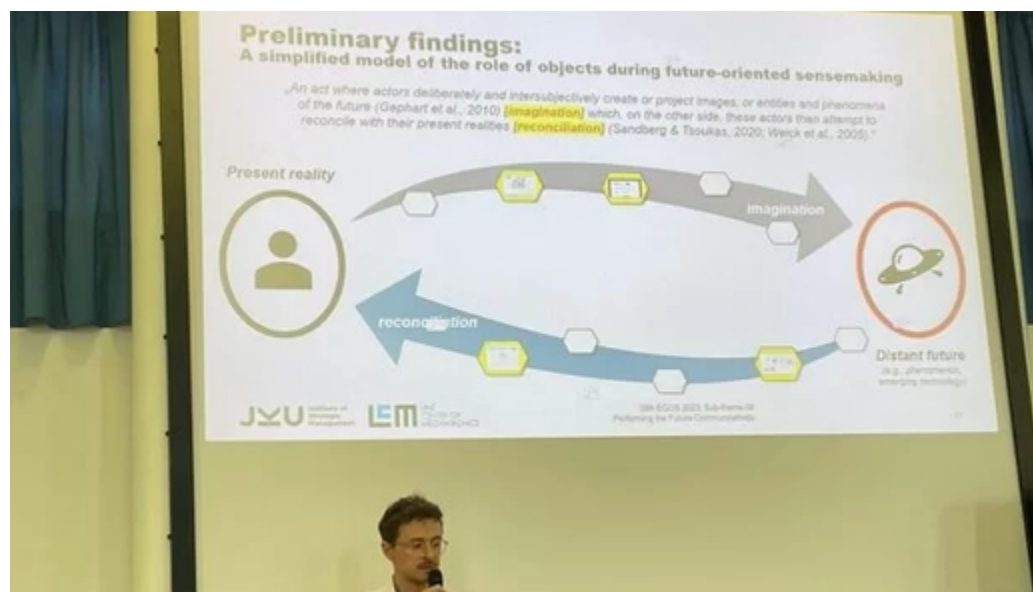
Credit: Fotostudio EDER, Martin Eder www.fotostudio-eder.at

015. Featured Article: Participation in the EGOS Colloquium at the University in Cagliari, Italy.

This year, more than 2500 researchers answered the call of the 39th EGOS (European Group for Organizational Studies) conference from July 6th to 8th. In the beautiful ambience of the Sardinian capital Cagliari. The conference revolved around the theme "Organizing for the Good Life: Between Legacy and Imagination".

The Institute of Strategic Management took part in this prestigious event in three different groups. The head of the institute, Professor Waldemar Kremser was one of the convenors of the track on "Routines Dynamics: Enacting and Crossing Boundaries". More than 30 submissions showed the interest of this exciting field of research and enabled intensive exchange within this research community.

More info click [here](#).



Credit: JKU

Additional interesting articles.

- › [Institute of Business Informatics – Data & Knowledge Engineering wins new EU-Horizon Europe grant: “HARMONIsed network through smart technology and Collaboration”](#)

- › [EU project successfully completed: The success story of SLOTMACHINE](#)
- › [Elke Schüßler wins "AMJ Best Reviewer Award"](#)
- › [Global Business Master Program PAC: A Transformative Journey Concludes in Lima](#)
- › [Insights into Data Spaces: AMCIS Paper Explores Conceptual Clarity](#)

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