

NEWSLETTER OF THE FACULTY  
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Dies  
Academicus  
2012



► 6 NOVEMBER  
Please register at the Dean's Office



Prof. Dr. Andreas Hackethal

Dear Students, fellow Professors, Staff, Alumni, Friends and Supporters of the Faculty of Economics and Business Administration,

I would like to extend a warm welcome to all new students and members of staff at our Faculty. We are starting off the new semester with gusto, and I am very much looking forward to it. First, I would like to point out two important news:

The application for the new “Sustainable Architecture for Finance in Europe” (SAFE) center made under the State of Hessen’s “LOEWE” research initiative was approved at the beginning of July. The center will be located at the House of Finance and affiliated researchers from our faculty and beyond will develop ways and instruments to enhance financial systems stability. SAFE is built on interdisciplinary collaboration between different areas from economic, management and law and also aims at advising policymakers and regulators in Europe, Germany and Hesse. On behalf of the entire team of deans I congratulate the initiators and coordinators Jan Kra-

nen, Michalis Haliassos and Uwe Walz on this great success. You will find further information on SAFE in this edition of our newsletter.

Following the re-launch of our central web presence in February, we have now also improved the visual presentation of our research publications: since a few weeks ago, access to our central Publications Database has been available via the Faculty’s homepage. This means that you can now search the work of the entire Faculty as well as that of individual departments and researchers in a clear and targeted way. The new platform raises our research profile outside of the Faculty and simultaneously intensifies the internal exchange of information. I would like to take this opportunity to thank all of those who have contributed to the success of this project and who maintain and further improve the database.

For direct access to our Publications Database, please visit

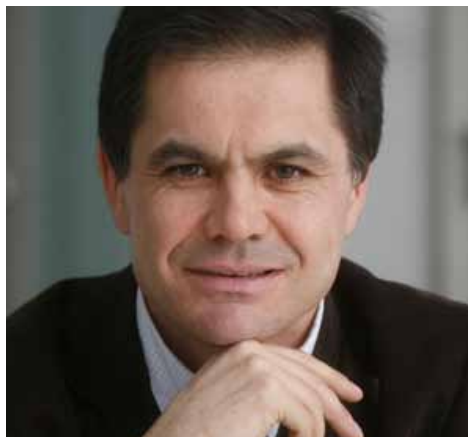
[www.wiwi.uni-frankfurt.de/publications](http://www.wiwi.uni-frankfurt.de/publications).

I wish us all a pleasant and successful semester.

With warm regards,

Andreas Hackethal

*Dean of the Faculty of Economics and Business Administration*



## A master in finance for the “Bologna generation”

“Is Finance” something just for economists? Not at all. With its new part-time Master in Finance, Goethe Business School (GBS, the executive training institution of the Faculty of Economics and Business Administration based at the House of Finance) also aims to target the alumni of other faculties. “The program is certainly very attractive for natural or social scientists who are quantitatively oriented”, says Program Director Uwe Walz. One constraint applies: “Applicants should already possess an affinity for mathematics, and in particular, analysis and statistics”. However, Walz can also envisage an appropriate preparatory course for those interested from other faculties who need to brush up on their math skills.

The first year of the English-only part-time program is scheduled to start in April 2013. “Part-time” means that, for three semesters, biweekly courses take place on Friday afternoons and Saturdays, and subsequently there is the master’s thesis. This timetable should particularly appeal to bachelor graduates who have just started with their career. “Many young professionals with a bachelor’s degree quickly notice that a master’s degree is necessary for the next career step”, says Walz. The extra-occupational “PTMF”, as the program is known within the GBS, is thus tailored to the particular needs of the “Bologna generation”.

The strongly practice-oriented program, which foresees classical courses from Corporate Finance to Banking and Accounting as well as an Ethics course, finishes with a Master of Arts degree and costs €19,000. Given the fact that the Faculty also offers a free master’s program with a focus on finance, perhaps a lot of money? “No”, says Walz: “This program is designed for people who want an early start on their career. If one considers the loss of earnings due to a University master, this is also an attractive alternative financially”.

The new part-time Master in Finance marks a refocus of Goethe Business School away from the topic of management towards a focus on finance. “It makes sense to utilize the special expertise of the Faculty in the

subject of finance”, says the Dean of the Goethe Business School, Lars Schweizer. “The program restructuring will help better integrate the GBS into the Faculty and the House of Finance”.

In recent years, Goethe Business School has not only established a name for its master’s programs in Germany and beyond, but particularly in the area of executive education. Tailor-made programs for company clients is the focus here – these include, for example, Deutsche Bank, the public development bank KfW or the Gesellschaft für Internationale Zusammenarbeit (GIZ).

While topics in the area of finance are predominantly in demand, a big hit is also the buzzword “senior management development” and, accordingly, “leadership”. “For about two years, firms have been approaching us specifically about courses on leadership-related themes”, recounts Jozefina Kontic, who heads Executive Education at GBS. From motivation to social responsibility, the main focus varies depending on the request concerned.

In order to competently serve its clients here, the GBS works together with representatives of other departments, for example, the psychology professor Rolf van Dick or the social scientist Alexander Ebner. Jozefina Kontic would also like to further broaden this interdisciplinary cooperation. For corporate clients, Goethe Business

School has already developed into a flagship of Goethe-University. Indeed, China Development Bank, a major GBS client and one of the largest development banks in the world, dedicates two whole pages of its latest Corporate Social Responsibility Report to staff training provided at the GBS.

**Muriel Büsser, Press Officer, House of Finance**

► [Goethe Business School offers part-time program for graduates from all disciplines interested in finance](#)

# Hessian Government Supports Research in Finance at the House of Finance with 13 Million Euro



The Center for Financial Studies and Goethe University Frankfurt were successful in their application for a research center in the “Landes-Offensive zur Entwicklung wissenschaftlich-ökonomischer Exzellenz” (*Program for the Development of Scientific-Economic Excellence*), short: LOEWE, sponsored by the Hessian Government. The Ministry of Higher Education, Research and the Arts will support the new Center called SAFE “Sustainable Architecture for Finance in Europe” with 13 million euro in the first three years of a six year period. “The new LOEWE Center is a huge success for Goethe University and the Center for Financial Studies. With this decision, the Hessian Government acknowledges the excellent academic reputation of the House of Finance and strongly supports its further development”, said Rainer Klump, Vice-President of Goethe University.

The new Center, that will be located in the House of Finance, will investigate the requirements for an optimal regulatory framework for financial markets and their players. Fully functional financial markets are indispensable for a flourishing economy, growth, and prosperity. Recent years have shown, however, that disturbances in the financial markets involve tremendous risks for the economy, society and governments. “Therefore, we need a framework that is flexible enough to allow for innovation and competition, and at the same time as rigid as necessary to ensure stability”, said Jan Pieter Krahn, Director of the Center for Financial Studies and Scientific Coordinator of the new Center.

Today’s financial markets are characterized by a dynamic interaction between the economy, politics and central banks. In order to meet the politico-economic challenges for a sustainable financial environment in Europe and the world, the Center will follow an interdisciplinary approach. More than 35 professors in the areas of finance, micro- and macroeconomics, financial mathematics, marketing and law will be collaborate. The Center will also collect

unique data sets for conducting research on all key areas. Such data sets will enable researchers – in some areas for the first time – to conduct research with a clear focus on the European institutional setup.

The new center will not only conduct research and train young professionals, but it will also reach out into the community by creating a platform between academics and policy makers. In a continuing dialogue with Berlin, Brussels and Wiesbaden, SAFE will provide independent, research-based policy advice that will be highly beneficial to policy makers and supervisors.

The application for the new LOEWE Center „Sustainable Architecture for Finance in Europe“ was submitted by the Center for Financial Studies and Goethe University Frankfurt with its Faculties of Economics and Business Administration and Law. Scientific Coordinator is Prof. Dr. Jan Pieter Krahn, Administrative Coordinator is Prof. Dr. Uwe Walz, Coordinator for Research Networks is Prof. Michael Haliasos, Ph.D.

CIIA



## CIIA – the International Diploma for Investment Professionals

Special Offer at the House of Finance

The „CIIA – Certified International Investment Analyst“ is a postgraduate qualification for international investment professionals. It is offered by an association of 36 international societies in the investment industry representing more than 100.000 expert members. The programme covers all subject areas which are relevant for an occupation in Finance, in the financial sector or in the industry, namely Corporate Finance, Equity Valuation, Accounting, Derivatives, Fixed Income and Portfolio Management. The CIIA designation is also recognised by the Financial Services Authority in London. Participants in the programme are Asset Managers, Investment Bankers, Analysts, and also Auditors and Consultants, on average with 3 years professional experience.

In Germany, the programme is organised by the academy of the DVFA (Society of Investment Professionals in Germany). The full programme lasts 7 months and covers 3 Levels. The academy’s special offer is for respective qualified students at the Faculty of Economics and Business Administration (minimum third year Bachelor). They can enrol and complete the Level 1 of the programme in distance learning mode at special conditions and fees starting with exams in October 2013. A successful completion of this Level 1 can prove to become a distinguishing feature when applying for a position in the industry at a later stage. More information at [www.dvfa.de/ciia-hof](http://www.dvfa.de/ciia-hof)

## A warm welcome to the new instructors in Foreign Languages for Economists



Aoife Finglass

Joanne Glen

Noelia Melero Gómez

**For the coming Winter Semester 2012–13 we have been fortunate in finding new language instructors to guarantee the steady continuity as well as the excellent quality of our extensive foreign-language program.**

For the department of English for Economists we welcome **Aoife Finglass** and **Joanne Glen**, two very experienced business English instructors, who have been teaching in universities and large companies. Moreover, since the Summer Semester 2012 we have been pleased to welcome Mrs. **Susan Richter** as a valuable enrichment to our foreign-language programme. In tune with our internationality, Mrs. Finglass comes from Dublin, Ireland, and Mrs. Glen and Mrs. Richter were born and bred in Great Britain. They all studied

in their home countries and have many years' experience in teaching English as a foreign language. In Germany they have been active for more than a decade in adult education. They will perfectly complement our large English for Economists team, consisting of instructors from Scotland, the USA and India.

Our Spanish for Economists team has also been enlarged: Mrs. **Noelia Melero Gómez** was born in Spain and studied in Sevilla and Valladolid. For the past eight years she has been teaching in Germany, specializing in Spanish for Economists, and was appointed as examiner for the DELE examinations. Mrs. Melero Gómez will take over the course "Introduction to Spanish for Economists". This course is suitable for students who have already completed level

A2 on the Common European Framework of Reference for Languages.

**We wish them every success and pleasure with our foreign-language-enthralled students.**

All in all, for the Winter Semester 2012–13 the following language courses will be offered in our Faculty: 23 courses in English for Economists, 4 courses in French for Economists and 4 in Spanish for Economists, as well as 2 courses in Chinese. In addition, the regularly recurring course entitled: "Intercultural Competence – Japan", which was described in our 1/2012 Newsletter edition, will be featured in our Winter Semester 2012–13 programme.

[www.wiwi.uni-frankfurt.de/en/international/foreign-languages/registration-information.html](http://www.wiwi.uni-frankfurt.de/en/international/foreign-languages/registration-information.html)



# KU Leuven – a new partner university in Belgium

The Faculty of Economics and Business Administration has found a new prominent partner university: Katholieke Universiteit Leuven (KU Leuven). This is a Dutch-speaking university based in Leuven, and the oldest and largest university in Flanders; created from the partition of an initial university into two new Dutch-speaking and French-speaking universities in 1968 in the course of the Flemish-Walloon conflict.



For further information, please contact **Bianka Jäckel** at the Faculty's International Office  
**e-mail:**  
[jaeckel@wiwi.uni-frankfurt.de](mailto:jaeckel@wiwi.uni-frankfurt.de)

The university has a strong focus on research and is integrated into numerous important international research networks. More than 40,000 students are presently enrolled at 15 faculties. KU Leuven offers more than 2,000 courses in the English language – for both bachelor's and master's degree programs.

We are pleased that four university places will be available to the bachelor's students of our Faculty under the Erasmus program as of the winter semester 2013/14.

**KU LEUVEN**

## European Studies 2012 World economics in times of crises: all in the same boat?

by **Hendrik Steinbrecher**

In the late summer of this year, the Shanghai Summer University (SSU) took place at Tongji University in Shanghai for the fifth time. From a thematic point of view, the seminar, which is supported by Deutsche Bank, was dedicated to the question of to what extent China and the European Union are integrated into their respective economic regions and how their (different) economic policy approaches are. The comparison between China's economic position in East Asia and Europe's economic footing in the western world, and accordingly that of European countries among each other, was enlightening. The linkages and relations between Europe and China at the economic level were also discussed.

Besides demanding courses (such as "Economic Images of China/Germany in German/Chinese Media", "European and East Asian Economic Integration" and "Europe and China meeting the Financial and Euro Crisis") which, in each case, were headed by a Chinese and a German lecturer, the economics part of the event offered the opportunity for presentations, lectures and a lively thematic exchange. Here, the affinity of the Chinese lecturers

with spectacular PowerPoint presentations was striking. Overall, the structure of the university reminded me of American conditions, as Tongji is a campus university. It even has an own building for the Sino-German College. I experienced the Chinese with whom I came into contact inside and outside the university as friendly, open people; hence, communication worked well, even if the English was sometimes slightly weak.

Outside of university events, there was enough scope to explore the 20 million-peopled metropolis of Shanghai and its tourist attractions together with our Chinese partners. For example, the Jing'an Temple and the Yu Garden were cultural starting points in a city which reinvents itself on a daily basis; one with its own distinctive skyline that, when illuminated at nighttime, produces a unique effect. Excursions, such as those to Zhujiajiao or Suzhou (considered the Venice of Shanghai or the orient with their many canals and gondolas), gave an insight into the original China. A journey along the Yangtze River to Chongming Island, a swampy nature reserve and recreational park, allowed us to see part of the area surrounding the giant metropolis.

In addition to this contact with the Chinese culture, through visits to the Deutsche Bank or the German Center, we could fathom the life of expats in Shanghai; above all,



their possibilities and also the difficulties of a dynamically changing and growing environment such as that of China. Even a regular street scene testifies to the juxtaposition of things old and traditional with those that are new. Hence, modern cars can be found alongside bicycles and street carts, and gigantic skyscrapers next to modest dwellings.

Participation in the Shanghai Summer University was, for me, an extremely rewarding experience: from a cultural point of view, I felt the emerging and changing China to be extremely exciting, and, from a technical perspective, I perceived the group work and dialogue with the Chinese on questions of economic policy as very inspiring. Furthermore, I was able to correct my distorted image of China, as I was positively surprised by the country and its people, even if the political system there may be open to some criticism.

Thanks to its smooth organization, a worthwhile program, good support and amiable Chinese partners, the SSU will remain an unforgettable experience – one that has enabled me to have a whole new perspective on China. Learning from another culture and its different perspective, also in respect of a specific technical area, is for us budding economists something invaluable.

By **Hendrik Steinbrecher**, a student in the sixth semester of his economics studies who is the Chairman of the German-Japanese Youth Society.

## New Chair of Sustainable Banking and Finance at the House of Finance

With funding support from DekaBank, Goethe University Frankfurt has created the new House of Finance Endowed Chair of Sustainable Banking and Finance, which is located within the Faculty of Economics and Business Administration. To date, this is the only chair for sustainable banking in Germany. **Reint Gropp**, formerly Professor of Financial Economics and Taxation at the EBS Universität für Wirtschaft und Recht in Wiesbaden, assumed the chair on 15 August 2012.



Prof. Gropp, aged 45, completed his economic studies at the universities of Freiburg and Wisconsin-Madison.

After finishing his Ph.D. in Wisconsin, he worked at the International Monetary Fund (IMF), where he was part of the IMF team in Thailand during the Asian crisis of 1997. He subsequently joined the Research Department of the then newly founded European Central Bank (ECB). Here, he was last employed as Deputy Head of the Financial Research Division. Gropp had previously taught and conducted research at Goethe University as a guest professor. He is a Research Fellow of the Center for Financial Studies and a Research Associate of the

Centre for European Economic Research (ZEW). In spring 2012, he returned to the ECB as a Duisenberg Fellow and spent several months as a visiting researcher at the Federal Reserve Bank of San Francisco.

Gropp is one of the strongest researchers and most-cited financial economists in Germany. Presently, his research is primarily focused on the effects of financial instability on the real economy, the impact of bank incentive systems on bank risk and lending, and the role of public bank guarantees in the current financial crisis.

DekaBank has been connected to Goethe University in general and the House of Finance in particular for many years by way of its research funding. It has supported the Center for Financial Studies since 1998 and between 2006 and 2011 it co-funded (together with Helaba, the Landesbank Hessen-Thüringen) the Endowed Chair for Civil, Commercial, Business and Banking Law held by Prof. Theodor Baums at the Institute for Law and Finance.



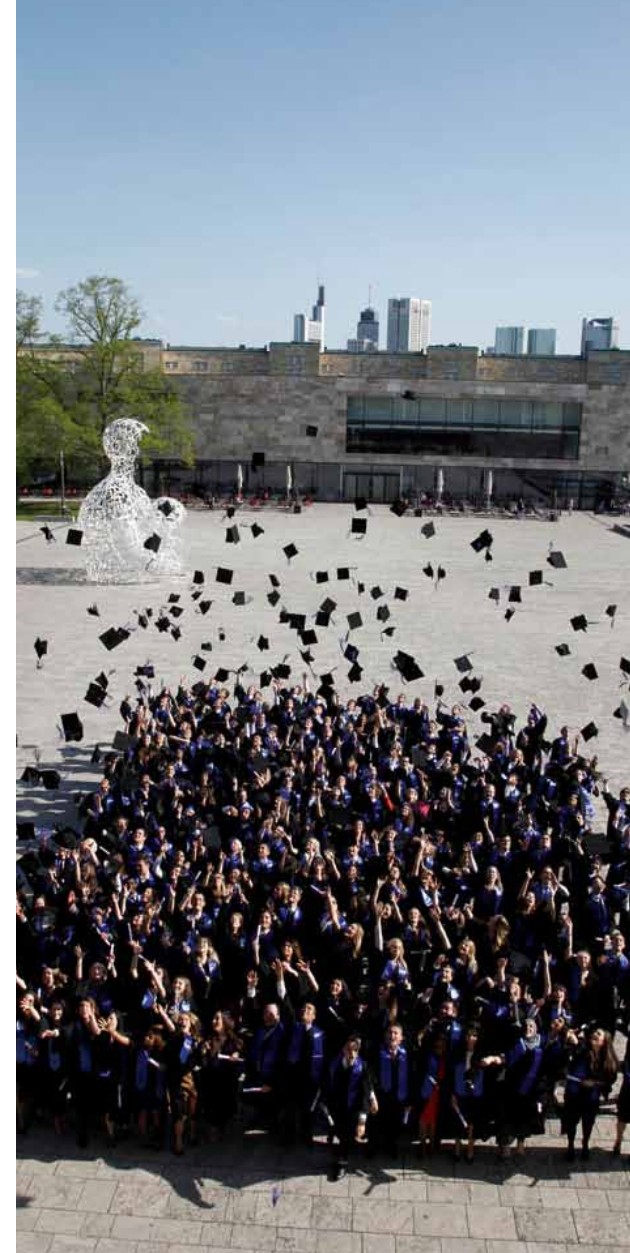
**Ferdinand von Siemens** assumed his position as Professor of Applied Microeconomics in September, thereby strengthening research and teaching activities at the Department of Management and Microeconomics. He offers lectures to students in

bachelor's and master's programs as well as those pursuing doctoral studies.

Prof. von Siemens studied economics at the University of Freiburg and at LMU Munich. He earned his doctorate at LMU Munich in 2004 with his dissertation "Inequity Aversion and Incentives: Three Essays in Microeconomic Theory" (summa cum laude). In 2008, after several years of working as a "postdoc" and a one-year research stay at the University of Zürich, he joined the University of Amsterdam as an assistant professor.

His research findings have been published in leading international journals, including the "RAND Journal of Economics", "Scandinavian Journal of Economics", "Journal of Economic Behavior and Organization", "Journal of the European Economic Association" and the "Journal of Economic Psychology".

### Bachelor Graduation Ceremony on 5 October



Warm congratulations – we wish you all the best for your career. Stay connected.



## Frankfurt marketing researchers win Wharton Customer Analytics Initiative research grant



**Dr. Nadia Abou Nabout** and **Prof. Bernd Skiera** have received one of ten research grants awarded by the University of Pennsylvania's Wharton Customer Analytics Initiative (WCAI; [www.wharton.upenn.edu/wcai/index.cfm](http://www.wharton.upenn.edu/wcai/index.cfm)) for their research project "Using a Field Experiment to Analyze the Profitability of Branded Keywords in Paid Search". Other such grants were awarded to researchers at New York University (NYU), Northwestern University and the Massachusetts Institute of Technology (MIT).

The WCAI supports research projects under which new customer analytics methods are developed; ones which are scientifically sophisticated and at the same time of high relevance in terms of practice. Here, the initiative supports in particular an exchange between science and practice, and sees itself as a thought leader for data-driven customer

analytics. Prof. Eric Bradlow, a former editor of the journal "Marketing Science", is a Co-Academic Director of this initiative.

The research grant comes with the invitation to present the research project to high-ranking figures from science and practice at a conference that will be held at the Wharton School in March 2013. At the same time, the resulting paper will appear in the "Working Paper Series" of the Wharton Customer Analytics Initiative.

## Peter Gomber to advise the European Securities and Markets Authority



**Peter Gomber**, Professor of e-Finance at Goethe University Frankfurt and Co-Chair of the E-Finance Lab has been appointed a member of the new Secondary Markets Standing Committee Consultative Working Group (CWG) of the European Securities and Markets Authority (ESMA). The CWG has been formed to assist the Secondary Markets Standing Committee of ESMA in its work relating to the structure, transparency and efficiency of secondary markets for financial instruments, including trading platforms and OTC markets. Furthermore, it assesses the impact of changes in the market structure to the

transparency and efficiency of trading and develops ESMA policy in relation to the issues identified.

Further details can be found under

[www.esma.europa.eu/page/secondary-markets-sc](http://www.esma.europa.eu/page/secondary-markets-sc)

## Eirini Tatsi wins "Best Paper" award

**Eirini Tatsi**, a research assistant working under the econometrics professor Horst Entorf, has won the Best Graduate Student Paper Award that was bestowed at the Sixth World Conference of the Spatial Econometrics Association held this July in Salvador, Brazil. She won this award together with her co-author Povilas Lastauskas (Cambridge University): it recognizes their joint paper "Spatial Nexus in Crime and Unemployment in the Dawn of Crisis: Evidence from Germany". In this paper, the authors examine the spatial relationship regarding the interplay between employment and crime in Germany.

With Eirini Tatsi's success – which follows that of Claudia Lambert in June – it is the second time this year that the academic performance of junior scientists at Prof. Entorf's chair has received such recognition.

## Handelsblatt Business Studies Ranking 2012

**Handelsblatt** The latest Handelsblatt study on the quality of business studies-related research in the German-speaking world has now been published. Once again, the business studies section of Goethe University performed well: ranked seventh for business administration as a whole and third for just Germany alone (i.e. behind Technische Universität München and the University of Mannheim). In addition, three of the 27 Goethe University academics in this field feature among the top 100 researchers of past years: Prof. Bernd Skiera (Electronic Commerce), Prof. Martin Natter (Marketing) and Prof. Wolfgang König (Information Management).

Meanwhile, 91 of the 106 relevant universities are located in the Federal Republic of Germany. However, according to Handelsblatt, less than one-half of the top 25 business administration faculties are part of a public university. The Handelsblatt study is based on publications in journals, and takes into account differences in their quality. It not only recognizes the research strength of faculties and established researchers, but also that of budding academics.

Further information is available at:

[www.handelsblatt.com/politik/oekonomie/bwl-ranking/](http://www.handelsblatt.com/politik/oekonomie/bwl-ranking/)

# And the winner is...

## Renewed high participation in the teaching evaluation for the summer semester

With over 7,156 completed questionnaires for 165 Faculty courses, the teaching evaluation for the summer semester of 2012 once again achieved a peak in student participation. Covering around one-third of all teaching evaluations for Goethe University, this captures a meaningful impression of student opinion. Furthermore, the renewed high participation of our Faculty's students each semester is proof of the great significance of this evaluation: it is a transparent measure and essential component of teaching quality assurance, as the results are also incorporated into the further development of the teaching of the evaluated lecturers and the corresponding degree programs.

All Faculty students have the possibility to evaluate the teaching offered and the quality of individual degree courses, and also to make suggestions for improvement. For this purpose, a standard questionnaire is used, which is consistent with the teaching and quality specifications set by the central administration of Goethe University (i.e. the "Präsidialabteilung Lehre und Qualität", LuQ). This consists of a mandatory section and a faculty-specific section and is evaluated according to uniform rules.

Those ranked best will be presented with a certificate in recognition of their excellent teaching performance by the Dean, Prof. Hackethal, during a ceremony that will take place on the occasion of the "Dies Academicus" event on 6 November 2012. The numerous student volunteers of SSIX Student Services and Marko-René Susnik look forward to the renewed high participation of both students and lecturers in the next evaluation, which will be for the winter semester 2012/2013.

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**Further information is available at:** [www.wiwi.uni-frankfurt.de/de/mein-wiwi-studium/ssix-info-center/evaluation-der-lehre.html](http://www.wiwi.uni-frankfurt.de/de/mein-wiwi-studium/ssix-info-center/evaluation-der-lehre.html)



My name is **Christoph Krawczyk** and, since the end of the summer semester, I have been responsible for the coordination and implementation of the teaching evaluation. I am the right person to contact when it comes to evaluation-related

questions – I am happy to advise both lecturers and students on the following topics:

- Design, structure and content of questionnaires
  - Implementation and appraisal of surveys
  - Evaluation results and their publication
- I look forward to working on the teaching evaluation and the future challenges in this area.

For the summer semester of 2012, the top three lecturers in each category were as follows:

| Basic bachelor lecture         |  |
|--------------------------------|--|
| 🏆 1. Prof. Guido Friebel       | Management   |
| 2. Prof. Andreas Hackethal     | Finance 2  |
| 3. Prof. Michael Kosfeld       | Management   |
| Advanced bachelor lecture      |  |
| 🏆 1. Dr. Dirk Schlagentweith   | Questions of Education and Instruction   |
| 2. Prof. Guido Friebel         | Management, Organization and Personnel in the German Finance Sector                |
| 3. Prof. Mark Wahrenburg       | Financial Risk Management  |
| Bachelor seminar               |  |
| 🏆 1. Prof. Christian Schlereth | Business Models in the Cloud   |
| 2. Dr. Harald Jossé            | Marketing – Controlling  |
| 3. Prof. Michael Kosfeld       | Introduction to Behavioral Economics   |
| Master lecture                 |  |
| 🏆 1. Prof. Christian Schlag    | Derivatives 2  |
| 2. Dr. Ralph Rogalla           | Computational Finance  |
| 3. Dr. Maik Wolters            | Topics in Business Cycle Analysis  |
| Master seminar                 |  |
| 🏆 1. Prof. Michael Hommel      | Accounting Questions   |
| 2. Prof. Manfred Pohl          | What is a "banker"? The History of Staffing Structures in Banks from 1848 to Today |
| 3. Prof. Raimond Maurer        | Asset Management   |

*Congratulations to all of the winners!*



## Alumnus portrait

### Hanna Kraft

*In December 2009, you completed your bachelor's degree with us. What are you doing now?*

After my finishing my bachelor's degree at Goethe University Frankfurt, I first decided to apply for an internship. As I noticed during my studies that I am interested in both marketing-heavy subjects and the area of finance, I applied for an internship in retail at Nike Deutschland GmbH that includes some components from both these fields. After a six-month internship, there was a possibility for me to switch to the finance area within the company – to Business Planning and Sales Controlling. Up until now, I have been working here as a financial analyst.

*Looking back at your studies in Frankfurt, why did you decide in favor of Goethe University?*

The first thing that spoke for Goethe University then, was the fully elaborated bachelor's degree program with international accreditation. The program allows students great flexibility in that after one year of "basic training" one can already decide in favor of a particular branch of study. This idea of first obtaining a knowledge base, but then still quite quickly being able to specialize appealed to me very much. The practical relevance of Goethe University, as conferred by guest lectures by industry partners, events such as "Bachelor Meets Business" and workshops at firms, completed my idea of a holistic education.

Also, for me personally, the possibility to spend part of the studies at partner universities abroad belonged to the ideal image of an international business degree that best prepares one for the future labor market.

Last, one must not, of course, forget the location of Frankfurt, which with its internationality, high concentration of firms and comprehensive leisure time facilities speaks for itself.

*What remains a special memory for you?*

I have special memories of my very first week, which made it very easy for me to start a new phase of my life. The city of Frankfurt as well as fellow students and the logistics of university life were immediately made very familiar to me. A further part of

my university time on which I look back with pleasure are the learning groups that came into being because of the involvement of all students in tutorials. Here, we attained success through team work; something that I believe most of us may not necessarily have achieved on our own.

*What was your most important academic success?*

My most important academic success was my studies abroad at the Charles University in Prague. Here, I not only had to come to terms with a foreign university culture and a foreign language, but also to shape and realize my studies so that they were consistent with the bachelor's program. I was actually quite successful here, which gave me lots of courage and confidence for the further unknown challenges ahead.

The second important academic success was the project "Bachelor thesis". Here, I learned how to work independently on a topic that is at first completely unknown and to pursue this further. This type of independent work teaches one how to develop one's own theories and to support these with the relevant facts – also later in one's working life.

*What would you advise or recommend to prospective students before they apply for a course in the economic sciences?*

I think each prospective student should have a rough idea of his future dream job beforehand. This will probably change often during the course of the degree program,

but it still gives one a starting point. It also helps to list one's own strengths and weaknesses, as this enables one to get an image of oneself that is as objective as possible. With the help of these two criteria, one should then closely examine different degree courses and look at which ones provide the best possible match.

For studies in the field of economics, it is certainly advantageous if one's personal strengths lie in the area of mathematics and English, and if one can imagine one's future working day at a desk.

*What are your future career plans?*

Going forward, I will hopefully get the opportunity to work at the European level in our European headquarters in the Netherlands, and in this way have a major international component in my career. Furthermore, I would also like to continue to further develop myself in the field of finance.

*Is it important for you to stay connected to your alma mater?*

I would like to stay in touch with the University and individual departments. For me, "practical relevance" was one of the decisive points for starting the degree program at the Goethe University Frankfurt. Hence, I find that it is a great opportunity to now make myself available as a partner practitioner so that new students also have the widest possible range of companies that they can get to know.



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