



Jahresbericht 2018

Institut für Wirtschaft und Ökologie (IWÖ-HSG)



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I EDITORIAL | PROF. DR. ROLF WÜSTENHAGEN



Auf zu neuen Ufern

Im Jahr 26 seines Bestehens erlebte das Institut für Wirtschaft und Ökologie (IWÖ-HSG) einen Generationswechsel. Prof. Thomas Dyllick, der das Institut 1992 zusammen mit Hans-Christoph Binswanger gegründet hatte, hielt im Audimax der Universität St.Gallen seine Abschiedsvorlesung vor einer grossen Anzahl Wegbegleiter/innen und Kolleg/innen. Seine engagierten und nachdenklichen Ausführungen zur gesellschaftlichen und ökologischen Verantwortung von Unternehmen machten deutlich, dass das Thema Nachhaltige Entwicklung im letzten Vierteljahrhundert nichts an Aktualität eingebüßt hat. Das IWÖ-Team ist gespannt darauf, wie sich Thomas in seiner neuen Rolle als Emeritus weiterhin in die Debatte einbringen wird, und wünscht ihm für seine Zukunft alles Gute.

Angesichts der ungebrochenen Relevanz des Themas Nachhaltigkeit ist es besonders erfreulich, dass mit Prof. Judith Walls eine äusserst kompetente Nachfolgerin gefunden werden konnte. Nach der Wahl durch die Gremien der Universität und der Bestätigung durch den Regierungsrat hat sie ihre Stelle zum Frühjahrssemester 2019 angetreten. Zuletzt an der Nanyang Business School der NTU in Singapur tätig, bringt Judith eine grosse internationale Erfahrung mit. Zugleich ist sie eine publikationsstarke und akademisch hervorragend vernetzte Forscherin, der auch die praktische Relevanz des Themas Sustainability Management am Herzen liegt. Das IWÖ-Team heisst seinen Neuzugang herzlich willkommen.

Im anderen Flügel des Instituts, dem 2009 gegründeten Lehrstuhl für Management erneuerbarer Energien, steht ein rundes Jubiläum bevor. Drei Flaggschiff-Produkte des Lehrstuhls können auf eine beachtliche Geschichte zurückblicken: Das CEMS Model UNFCCC Klimaplanspiel, welches mittlerweile von neun europäischen Wirtschaftsuniversitäten gemeinsam unterrichtet wird, feierte 2018 in Barcelona die 10. Durchführung mit der Unterzeichnung eines Call for Action on Climate Change. Das 10. St. Galler Forum für Management erneuerbarer Energien (#REMforum) widmet sich am 23./24. Mai 2019 der Frage, wie es gelingt, die gesellschaftliche Akzeptanz für Energielösungen auch in einer zunehmend polarisierten Welt sicherzustellen – eine Aufgabe, der sich auch die Absolvent/innen unseres internationalen Weiterbildungsstudiums CAS Renewable Energy Management (REM-HSG) widmen.

Mehr zu diesen Meilensteinen unserer Institutstätigkeit, aber auch zu den vielen produktiven Aktivitäten in Lehre, Forschung und Wissenstransfer, für die sich das IWÖ-Team Tag für Tag an der Universität St. Gallen engagiert, finden Sie in diesem Jahresbericht. In einer Zeit, in der das Bewusstsein für die grossen Herausforderungen des Klimawandels wächst, freuen wir uns, einen Beitrag zur Lösung zu leisten.



I EDITORIAL | THOMAS DYLLICK – A PIONEER OF SUSTAINABILITY MANAGEMENT

The year is 1992. Rio de Janeiro brings together 172 countries, many of which are represented by their Head of State or Government, who are gathered to agree on the principle of sustainable development – a development that meets the needs of the present generation without depriving future generations of fulfilling their needs. Amongst other things, the Rio Declaration marks the beginning of international climate policy and still is considered a milestone in the history of the United Nations.

At that time, sustainable development was an unusual topic for most business universities. But in a small Gallic city in the east of Switzerland, a group of forward-thinking leaders, of which the then 38-year-old Thomas Dyllick was a part of, recognized the gravity of the topic before anyone else. Dyllick, a talented junior researcher, had completed his habilitation in environmental management at Harvard Business School and the University of St. Gallen five years earlier. In his field of analysis, he examined the close interrelation between companies and their natural and social environments. In 1990, he was awarded the prestigious Latsis Prize of the University of St. Gallen for his influential work.

During the course of this study a close co-operation was forged with the newly formed student initiative and the foundation of the same name, oikos, in which several well-known Swiss companies had then committed themselves to sustainability. Realizing the momentum of the movement, Dyllick convinced the various university committees to establish the Institute for Economy and the Environment (IWÖ-HSG). In October 1992, he and his colleague,

Hans-Christoph Binswanger, assumed the task of leading the Institute. Less than half a year after the crucial Earth Summit in Rio, the HSG had taken the lead in a scientific movement that wanted to explore the conditions for a successful implementation of the UN resolutions, and to prepare future decision-makers in business and society for this task.

The external recognition of this pioneering work was swift: the freshly appointed professor successfully acquired a major research project within the framework of the newly created Priority Program Environment (SPPU) of the Swiss National Science Foundation – a forerunner of the later national research priorities. Under his leadership, a dynamic group of doctoral students examined how natural resources driven by social factors become a force for competitiveness in a variety of sectors. From the very beginning the junior researchers became successful groundbreakers, and are today among the pioneers of sustainability management within the German university community. Work continued in the second phase of the SPPU, with a new generation of PhD students set to work on the research of how organic products could be channelled successfully from niche to mass market. Another focus of research was on the newly emerging environmental management systems, which in turn should make a contribution in anchoring the topic of ecology in daily business life.

In addition to research, Thomas Dyllick was concerned even back then with the concrete implementation of scientific findings – in the spirit of today's HSG mantra «From insight to impact». Amongst other things, he was involved in the

design and implementation of ISO 14001 and was co-founder of the Swiss Association for Ecologically Conscious Corporate Management (öbu). His involvement with the HSG was not limited to the Institute – from 2001 to 2003 he was Dean of the Business Department (now School of Management), and from 2003 to 2011 he served as Vice Rector for Teaching and Quality Development at the University level. Since 2011, he has also been the Delegate of the Rectorate for Responsibility and Sustainability, thus providing an interface to international bodies such as the United Nations Global Compact and the UN Principles for Responsible Management Education (PRME).

In teaching, he has been breaking new ground for several years with interactive collaboratories, in which students together with practitioners tackle concrete sustainability challenges in the region. This type of initiative leads to comprehensive learning experiences because it allows students to work with their heads, hearts and hands identifying solutions relating to societal problems. In 2007, Thomas Dyllick was awarded the mentorship prize of the HSG student body. Sitting on the advisory board of oikos and Student Impact, as well as leading the new HSG Support Platform for Student Initiatives in the Sustainability Field, he has made a name for himself as a promoter of the next generation. His understanding of sustainable development takes a holistic approach as well. For him, respect for the basics of economics has always been intertwined with a careful use of social resources and ethical integrity.

Twenty-six years after Rio, an era ends in the small Gallic city, with Thomas Dyllick leaving, after one of the hottest summers of the last 150 years. This reminds us that the task that Thomas Dyllick took on at the HSG in 1992 has become more relevant than ever, despite his extraordinary commitment. He leaves his successor an inspirational think tank that is well connected in the scientific community as well as in business and society. With the Sustainable Development Goals (SDGs), which have meanwhile been adopted by many companies, sustainability management has gained new momentum. This marks a good time to usher in another quarter century of sustainable development at the University of St. Gallen.

- written by Rolf Wüstenhagen -



I EDITORIAL | PROFESSOR DR. JUDITH WALLS JOINS THE IWÖ-HSG

Professor Dr. Judith Walls has been appointed to serve as Chair for Sustainability Management at the University of St.Gallen (HSG), effective of 1 February, 2019, to take over from Professor Dr Thomas Dyllick who co-founded the Institute for Economy and the Environment (IWÖ-HSG) in 1992. She is joining St. Gallen from Singapore, where she has served as Assistant Professor, Strategy Management and Organization at NTU's Nanyang Business School.

With an academic career spanning eleven years, an extensive publication list, and several prestigious awards, Walls is fundamentally interested in obtaining a better understanding of corporate environmentalism and the impact it makes. Her research focus is on the interface of corporate governance and sustainability, investigating the factors that influence the environmental and social performance of companies.

Her research has been published in leading international management journals (including Strategic Management Journal, Journal of Organizational Behavior, Journal of Business Ethics, and Business and Society). Importantly, the empirical focus of her work encompasses not only companies within industrialized nations, but also in developing countries in Asia and Africa.

«We are extremely pleased to have recruited such a high-calibre and intellectually inspiring colleague. With her outstanding academic achievements, combined with work experience in industry, and a truly international career, Professor Walls seems like a perfect fit to the University's mission 'from insight to impact'» said Prof. Dr. Dietmar Grichnik, Dean of HSG's School of Management.

Her new colleague Prof. Dr. R. Wüstenhagen, co-director of IWÖ-HSG, adds: «Thomas Dyllick has done a tremendous job in creating a vibrant academic hub for business sustainability in St. Gallen. I am delighted that Professor Walls will join us and take our efforts to the next level in the years to come.»

While Judith Walls is one of the leading figures in the international scientific community related to sustainability management, she is also passionate about the natural environment on a personal level. One of her interests is sustainable development at community levels and she volunteered in remote areas of Namibia and Botswana where large predators like cheetah and lion, and large herbivores like elephant, co-exist with humans.

This passion for the natural environment and the role of business in its conservation acted as an impetus for her to become involved in environmental management research, which led her to pursue her PhD in 2007 at Rensselaer Polytechnic Institute (Troy, NY, USA) with her dissertation titled «The impact of corporate governance on environmental strategy».

A particular focus of her research is to understand the emotions, values, motivations and attitudes driving the management of sustainability issues that, in some cases, have become highly polarized topics of debate. Her work typically adopts a phenomenon-driven approach to investigate current issues of social and environmental import in businesses.

Dutch-born Walls is a truly global citizen, having lived for the last 35 years outside of the Netherlands across continents such as Asia, Australia, Europe, Africa and North America.

After graduating with a BA (Hons) in Hispanic Studies at the University of Stirling, Scotland, in 1996, she was employed as Director of Research/Consulting at Thomson Reuters for four years in London and two years as Vice President of New Business Development at Thomson Reuters in Asia-Pacific. Working for six years in investor relations prior to her academic career gave her invaluable insight into the corporate world. During this time, she received an MBA from the National University of Singapore in 2000.

After having obtained her PhD in 2007, Walls was an Alcoa Foundation Post-Doctoral Research Fellow at the Erb Institute for Global Sustainable Enterprise, University of Michigan, Ann Arbor. In 2009, she became Assistant Professor at the John Molson School of Business, Concordia University, Montréal (Canada). In 2013 she took a position as Assistant Professor in at Nanyang Business School, NTU Singapore where she also serves as an Associate Director of the Centre for Business Sustainability. Since 2016, she has been a Faculty Affiliate at the Asian School of the Environment at the Nanyang Technological University and a Research Fellow at the Center for Organizational Research and Design (CORD) at Arizona State University. She is Chair-Elect of the Academy of Management's (AOM) Division on Organizations & the Natural Environment (ONE) at and has been a Board Director of the Alliance for Research on Corporate Sustainability (ARCS) since 2015.

Professor Walls says that she considers her appointment to the Chair for Sustainability Management at the University of St.Gallen as her biggest achievement to date, and feels «honoured» and «humbled» by it.

She views the subject of sustainability management as being both complex and often controversial, but nevertheless a challenge that can only be addressed if business is on board with finding and implementing solutions. Walls says that she hopes «to inspire the next generation to consider sustainability as part-and-parcel of corporate management and personal lifestyle choices».

Prof Walls has broad experience at all levels of teaching. Her lectures focus on the topics of corporate strategy and sustainability management. Her didactic skills also include extensive experience with digital course elements. She uses interactive teaching and learning methods, such as case studies, flipped classroom formats, and large online courses.

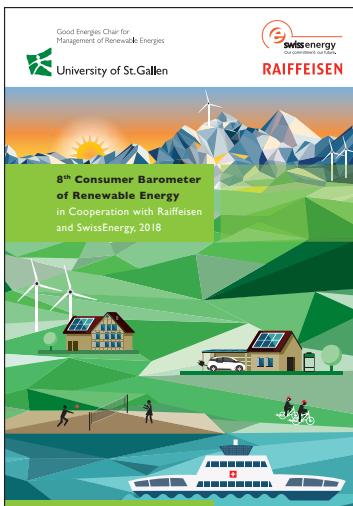
Walls is keen to reacquaint herself with Switzerland, having lived in the country for four years during her teenage years. She is an avid sportswoman, particularly skiing, and enjoys reading fiction.



II FORSCHUNG AM IWÖ | PROJEKTE

Consumer Barometer on Renewable Energies

Period	yearly since 2011
Funding	Raiffeisen Switzerland, SwissEnergy
Researchers	Prof. Rolf Wüstenhagen, Julia Cousse



Description

The Consumer Barometer provides insights into what Swiss people think about renewable energy, about how they use these technologies at home and about how they perceive the role of business and politics in the energy transition. Published annually since 2011 and based on a representative sample of more than 1,000 respondents, the study also shows how the sentiment of the population changes over the years. This project aims at developing financing solutions for renewables that match consumer preferences, and at advising policy makers on strategies finding a majority.

Progress

The 8th Consumer Barometer of Renewable Energy was published in June 2018. The topics included e-mobility, Swiss energy and climate policy, social acceptance of wind energy and citizen-funded renewable energy projects. The results of the study were presented at the 9th Renewable Energy Management Forum (#REMforum) in St.Gallen as well as broadcasted on the newspaper «20 Minuten» through a video. The study is available in English, French and German.

Applying Nudging Techniques to Promote Fuel Efficient Car Purchases

Period	Oct 2017–March 2021
Funding	Swiss Federal Office of Energy (SFOE)
Researchers	Dr. Karoline Gamma, Jana Plananska, Prof. Rolf Wüstenhagen
Cooperations	University of Geneva, Switzerland

Description

The mobility sector is one of the main contributors to CO₂-emissions in Switzerland. Shifting to more fuel-efficient vehicles is thus a promising strategy to substantially reduce CO₂-emissions. Low carbon vehicles such as pure electric vehicles (EVs) or plugin hybrid electric vehicles (PHEVs) have the highest reduction potential, in particular when they are charged with renewable energies. The amount of available low carbon cars on the market is continuously increasing and it seems that the industry has finally embraced the need for change. However, consumer adoption is still limited, leaving the cars' total potential untapped. It is therefore crucial to understand how the adoption of fuel efficient cars in general and low carbon cars in particular can be increased

by measures from policy (e.g. state, municipality) and industry (e.g. automakers, energy provider). Nudging approaches (defaults, feedback, information tools) may be promising tools to stimulate consumers' preferences of low carbon vehicles without limiting consumers' choice options. While the effectiveness of nudges has been demonstrated in various domains, research systematically examining the potential of nudges in the transportation domain is still limited. Such domain-specific insights, however, are crucial given that a one-size-fits-all approach of transferring one nudge that works in one specific domain (e.g. financial services) to a highly habitual domain such as mobility might not result in the intended outcomes. The project aims at developing effective low-invasive interventions (nudges) to motivate consumers to shift their preferences towards low carbon vehicles by combining theoretical knowledge with insights from practice. The project team will develop improved versions of existing nudges as well as new interventions. Implications for industry and policy will be derived on how to promote purchases of low carbon cars through low-invasive approaches.

Progress

By the end of 2018, the project has successfully finished its first phase in which promising nudges to motivate fuel-efficient vehicle purchases were identified. For that, the team conducted numbers of interviews with relevant stakeholders, visited related events and analyzed relevant literature. In addition, two complementary studies (on mobility motives and the vehicle purchase process) were conducted. Its results further illuminate the setup of experiments and field tests that will be conducted in the second phase of the project (running throughout 2019 until mid 2020) to analyze the effectiveness and potential applicability of the identified nudges.

Echte Unternehmerische Nachhaltigkeit/ True Business Sustainability

Period	since 2013
Funding	internal project
Researchers	Prof. Dr. Thomas Dyllick, Dr. Katrin Muff, Tabea Bereuther, Gianina Caviezel, Zoe Rost, Fiona Stappmanns

Description

The project on «True Business Sustainability» aims at critically reflecting the current state of sustainable business and at further developing its conceptual foundations. It starts out from the thesis that while sustainability management has become more widespread among major companies, its impact does not reflect in studies monitoring the state of the planet. What results from this is a «big disconnect» between sustainable business on an organizational level and sustainable development on a global level. The research project addresses two main questions: «How can business make an effective contribution to addressing the sustainability challenges we are facing?» And: «When is business truly sustainable?» In a time when more and more corporations claim to manage sustainably, we need to distinguish between those companies that contribute effectively to sustainability and those that don't. We do this by clarifying the meaning of business sustainability and link it to the global sustainability challenges.

Progress

In a first phase we developed a typology of business sustainability with a focus on effective contributions for sustainable development. This typology has been published in *Organization & Environment*, No. 2, 2016. An enlarged version has

been published in a text book edited by Jeanrenaud, S., Jeanrenaud, J.P. & Gosling, J. on «Sustainable Business: A One Planet Approach. Wiley 2017». A German version of the typology was published in «Neue Zürcher Zeitung» as «Die Suche nach Nachhaltigkeit» in December 2015. Also, the typology was the topic of an animated video in University of St.Gallen's video series «Little Green Bags», which popularizes scientific contributions and makes them internationally available for a wider public. It was released in early 2016 in German as well as in English and was awarded a 3rd prize by the Fast Forward Science competition for «innovation». A dedicated webpage to the topic has been created under: <http://www.truebusinesssustainability.org>.

In a second phase the typology is being used as a basis for further elaborations. With regard to product sustainability a paper has been published by Thomas Dyllick and Zoe Rost: «Towards true product sustainability», *Journal of Cleaner Production* in 2017. It develops a typology for product sustainability and has been prepared from the work done by Zoe Rost for her dissertation on «Innovations towards true product sustainability». With regards to putting true business sustainability into practice, Gianina Caviezel has finished her dissertation on «Effective business sustainability» in 2017. With regards to strategies and business models for true business sustainability, Tabea Bereuther and Fiona Stappmanns have well advanced with their dissertations.

With regard to linking true business sustainability with the UN Sustainable Development Goals (SDGs), the Gap Frame Model has been developed together with Katrin Muff and Agnieszka Kapalka, formerly with Business School Lausanne. The model has been published in 2017 in «The International Journal of Management Education». A second paper with a

focus on the methodology of the Gap Frame has been published in 2018, also in «The International Journal of Management Education».

The farewell lecture by Thomas Dyllick in November 2018 had a focus on the relevant six TOPICS for the future and developed six OPTICS to enable business to implement true business sustainability. This will inform and guide the next phase of the research.

Produkt Innovation: Community Solar für St.Gallen

Zeitraum	2017–2018
Finanzierung	St.Galler Stadtwerke
Mitarbeitende	Alexander Stauch, Prof. Rolf Wüstenhagen und Dr. Karoline Gamma
Kooperationen	IWÖ – St.Galler Stadtwerke (SGSW)



II FORSCHUNG AM IWÖ | PROJEKTE

Kurzbeschreibung

Community Solar (Bürgerfinanzierte Solaranlagen) ist eine immer stärker aufkommende Angebotsform für Solarstrom, welche ihren Ursprung in den USA hat. Mittlerweile gibt es auch in der Schweiz erste, wenige Anbieter, welche sich in der Produktgestaltung aber stark unterscheiden. Community Solar ermöglicht es Kundinnen und Kunden von Versorgungs- werken, sich an einer lokalen Solaranlage zu beteiligen und im Gegenzug dafür mit Solarstrom oder einer anderen Ver- gütungsform für einen bestimmten Zeitraum vergütet zu werden. Dieses Angebot ist insbesondere für Stadtbewohner/ innen und Mieter/innen interessant, die keine Möglichkeit haben, selbst eine Solaranlage für den Eigenverbrauch zu installieren, sich aber trotzdem mit lokalem Solarstrom aus eigenen Solarmodulen versorgen möchten. Im Rahmen einer Kunden- und Marktanalyse für die St.Galler Stadtwerke wurde erkannt, dass Community Solar ein grosses Potential in St.Gallen hat. Folglich beschlossen die St.Galler Stadt- werke ein Projekt gemeinsam mit dem IWÖ zur Einführung von Community Solar in St.Gallen durchzuführen. Das Projekt beinhaltet konkrete Vorschläge zum Angebotsdesign und zur Vermarktungs- sowie zur Kommunikationsstrategie von Community Solar für St.Gallen. Ziel dieses Projektes ist es, die nachhaltige und erfolgreiche Markteinführung von Community Solar als neues Stromprodukt der St.Galler Stadtwerke im Frühling 2019 zu realisieren.

Projektstatus

Die Vorschläge und die Umsetzungsempfehlungen wurden an die Stadtwerke St.Gallen übergeben. Im Moment konkretisieren die Stadtwerke basierend auf den Forschungs- ergebnissen ein konkretes Angebot, welches demnächst in St.Gallen verfügbar sein sollte.

ACTIVE INTERFACES – Understanding Consumer and Investor Preferences to Overcome Barriers for a Large Use of BIPV in the Swiss Urban Context

Period Oct 2014–Dec 2018

Funding Swiss National Science Foundation (NRP 70)

Researchers Prof. Stefanie Lena Hille, Prof. Rolf Wüsten- hagen, Beatrice Petrovich, Alexander Stauch

Cooperations

- Swiss Federal Institute of Technology (EPFL), Lausanne
- Hochschule Luzern (HSLU)
- Hochschule für Technik und Architektur Freiburg (HES-SO/EIA-FR)

Website www.activeinterfaces.ch



Description

Increasing the share of new renewable energy sources, especially solar photovoltaics (PV), is an important pillar of the Swiss Energy Strategy 2050. Building-integrated photovoltaics (BIPV) function both as active energy-producing power plants as well as integral construction elements of a

building. Frequently mentioned advantages of BIPV are an increased esthetical value and a replacement of conventional building materials like roof tiles or façade elements which may be associated with certain cost advantages. In this research project we investigate the perceptions of key stakeholders concerning barriers, attitudes and facilitators for diffusion of BIPV in Switzerland. As a result, policy makers and business will be informed about key barriers to market penetration of BIPV and ways to overcome them.

Progress

The project has been launched in Neuchâtel in December 2014. More than 10 meetings with all involved project partners have taken place in Neuchâtel, Lausanne and Bern. We conducted two rounds of qualitative stakeholder interviews. The identified barriers to BIPV adoption were partly discussed in a stakeholder workshop at the #REMforum in May 2016. Furthermore, we have conducted a survey with 6,104 respondents resp. 408 Swiss home owners. We have handed in three papers to academic journals. The first one has been published in the Journal «Energy & Buildings». In 2017, the PhD students Beatrice Petrovich and Alexander Stauch joined the project team. In 2018, Beatrice Petrovich assessed different customer segments for residential BIPV installations while Alexander Stauch investigated the role of community solar as a diffusion catalyst for BIPV in urban areas. The final research project report will be submitted to SNF in February 2019.

SCCER Mobility – Customer and Investor Acceptance of Electric Mobility

Period	2017–2020
Funding	SCCER Mobility (Innosuisse)
Researchers	Dr. Merla Kubli, Dr. Karoline Gamma, Jana Plananska, Prof. Rolf Wüstenhagen, Dr. Emmanuelle Reuter

Description

Electric mobility has certain characteristics of a disruptive innovation and its adoption requires fundamental shifts in consumer decision-making but also calls for significant infrastructure investments. This includes investment in building a charging infrastructure, redirect capital flows of internal combustion vehicles to more sustainable solutions, but also developing IT systems capable of managing dynamic EV charging. A wide variety of public and private decisionmakers are involved in taking such investment decisions, including but not limited to energy companies, federal and cantonal agencies, venture capitalists, corporate fleet owners and technology suppliers.

On the customer side, we investigate the consumer decision process to buy (or not to buy) an electric car, including key elements of pre- and post-purchase behavior, as well as customer preferences for adopting dynamic EV charging management. Such decisions are not taken by individual consumers on purely economic grounds, therefore particular attention will be devoted to the interplay of rational and affective factors in the decision process, as well as the important role of peer effects.

This project seeks to develop a realistic understanding of the drivers and barriers that facilitate or hinder the integration of electric mobility by investigating customer and investor

acceptance of electric mobility and its interplays. We specifically look into business models relating to dynamic charging of electric mobility, and into the policy environment that drives or impedes the successful diffusion of electric mobility in Switzerland.

Progress

The project has been launched in 2017. This year the following activities contributed to enhanced insights on customer and investor acceptance of electric mobility.

- The annual «customer barometer» investigated the acceptance of Swiss households for transportation policies (diesel ban, flight CO₂ tax) and types of cars. Furthermore, customers' orders of car choice and the underlying reasons, as well as the effect of exposure were investigated.
- Three workshops and one panel discussion at the REM forum contributed to insights on business models and the effects of policies in the domain of electric mobility.
- Three master/bachelor thesis were completed this year on the topic of electric mobility under the supervision of IWÖ members.
- Two papers were published in peer-reviewed journals on electric mobility.

The project continues with an analysis of the innovation dynamics of the grid integration of EVs and the convergence with renewable energies.

Understanding Energy Policy Preferences: The Roles of Temporal Psychological Distance and Perceptions of Social Norms

Period	2018
Funding	Swiss National Science Foundation (SNF)
Researchers	Adrian Rinscheid



Description

As several recent publications impressively demonstrate, the reduction of carbon dioxide (CO₂) emissions from fossil fuel combustion should be of utmost priority for policy-makers, businesses and citizens worldwide to mitigate climate change. Yet, there is a huge gap between the implications of climate science and efforts to transform today's energy systems. This project investigates barriers to effective climate action on the individual level by focusing specifically on two factors that have been identified as important drivers for both consumption and political behavior of citizens: First, their perception of climate change as being distant in terms of time and geographic scale, and second, the role of social norms as potential solutions to the climate crisis.

II FORSCHUNG AM IWÖ | PROJEKTE

Progress

In 2018, Adrian Rinscheid spent nine months at the Andlinger Center for Energy and the Environment (Princeton University, USA), collaborating with Prof. Elke Weber who had been Visiting Professor at IWÖ-HSG in 2016. During this time, two survey experiments were fielded using online samples of American citizens. Three scientific manuscripts are currently in preparation.

Norm Dynamics as Agents of Urban Social Change and Environmental Sustainability: Investigating Cross-Cultural Differences and Longevity of Interventions

Period	2018–2020
Funding	Grand Challenges Program, Princeton University
Researchers	Adrian Rinscheid (together with researchers at Princeton University (US), Columbia University (US) and Bocconi University (Italy))

Description

This project includes a panel study of how campaigns intended to change people's behaviors related to the environment uphold over time and across cultures. Social and behavioral changes are essential to addressing climate change and other environmental challenges. Existing research has shown that people respond to «institutional signals» – such as from government or the private sector – that seem to change social norms of environmentally conscious behavior. Because of their population density, urban areas are especially prone to the influence and spread of signal-induced behavior changes.

For more information, please consult https://environment.princeton.edu/grandchallenges/research/urban_social_change

Progress

The project will follow 1,000 urban residents in the United States, Italy and India for the better part of a year. Participants will be given either institutional signals from an international body such as the United Nations, or no signal. Monthly surveys will assess how each person's attitudes, perceived social norms, and behavior (such as daily actions, support of political petitions or ballot propositions, and revealed preferences in economic games) develop in response to these perceived changes in social norms. Results from this project will be used to develop a larger project on altering environmental behavior across cultures.

Community for Responsible Research in Business and Management – Science for a Better World

Period	2015 – open
Funding	EFMD & AACSB
Researchers	Anne S. Tsui, University of Notre Dame (USA), 67 th President of the Academy of Management and Doctor h.c. of HSG, together with 28 leading researchers from all fields of business school research, editors from leading business journals and Deans from Business Schools around the world as founding members – among them also Prof. Thomas Dyllick

Description

Academics, deans, members of the business community as well as other business school stakeholders have broadly criticized current research practices in business schools. The criticisms include emphasis on theory over attention on the importance or relevance of the topic being studied, methodological rigor over the quality of the data and appropriateness of the samples, and quantity of papers in specific journals over quality and impact, with an erroneous assumption that the quality of outlet equates the quality of the paper published in it. It has been further argued that business school research has systemic ideological biases, addressing economic more than social interests, studying large corporations more than emerging new firms in new contexts. Critics are also taking issue with the way researchers are trained, mentored and incentivized, and that the talents of our researchers are being misappropriated. This bottom-up project includes more than 25 leading scholars, journal editors, and Deans from different fields of management. They form the «Community for Responsible Research in Business and Management» (RRBM) an open group of scholars dedicated to the advancement of responsible science in business and management schools worldwide.

Progress

The project was launched in the summer of 2015 at the International Academy of Management Meeting in Vancouver, Canada. As a first step it has been advancing the work on a Position Paper, which presents a vision of a future in which business schools and scholars worldwide have successfully transformed their research toward responsible science – defined as research that produces credible and reliable knowledge with direct or indirect usefulness for addressing

problems important to both business and society. This vision is based on the belief that business is a means for a better world. The Position Paper includes a vision to be achieved by 2030, a set of principles to support responsible research, and actions to implement the vision. It had been distributed widely for comment and subsequently finalized. It is published on a dedicated website: <http://rrbm.network>. 85 senior scholars and leaders, representing multiple business disciplines (including 30 school, university and business leaders) from 75 institutions in 21 countries, provided valuable suggestions that greatly improved the paper during the six-month consultation period. The names and affiliations of these co-signers (among them the HSG Rector) can be found on the «Supporters» page of the RRBm website as well as a video message «Call for Action». More than 1000 scholars have endorsed the paper.

With the help of numerous dissemination activities – e.g. presentations and workshops at conferences, a blog, special journal issues on the Grand challenges – RRBm is growing its community. A call for publications has been published for a special issue of the Academy of Management Discoveries journal on «Sustainable Development for a Better World: Contributions of Leadership, Management and Organizations». Its focus is on the management challenges in addressing the UN Sustainable Development Goals (SDGs). Thomas Dyllick is one of the guest editors.

<https://rrbm.network/>

E-Land

Zeitraum 2018–2022

Finanzierung Horizon 2020

Mitarbeitende Prof. Moritz Loock



Kurzbeschreibung

Das E-Land-Projekt ist ein neues von der EU gefördertes Forschungsprojekt unter der Leitung von Dr. Moritz Loock. Zugesprochen wurde eine mehrjährige Projektförderung im Rahmen des Europäischen Forschungsprogramms Horizon 2020. Das E-Land Projekt entwickelt und testet eine Toolbox, welche digitale Technologie und die entsprechenden Geschäftsmodelle nutzbar macht, um eine klimafreundliche Energieversorgung in ländlichen Regionen umzusetzen. E-Land wurde als bestes von 24 konkurrierenden Projekten ausgewählt. Es ist ein Gemeinschaftsprojekt mit 12 europäischen Projektpartnern aus Norwegen, Finnland, Spanien, Griechenland, Deutschland, der Schweiz sowie Rumänien und einer zusätzlichen Kooperation mit zwei Partnern aus Indien. Das E-Land Projekt beginnt am 01.12.2018 und hat eine Laufzeit von 40 Monaten.

Projektstatus

Das Projekt startete im Dezember 2018 und ist in der Anfangsphase.

Intra-Firm Acceptance of E-Mobility: Electrifying Corporate Fleets – Scaling Up Low-Carbon Transport in a B2B Context

Period 2017–2018

Funding AMAG Gruppe

Researchers Pascal Vuichard, Dr. Karoline Gamma

Description

In Switzerland, only 1% of new cars in 2016 were powered exclusively by electricity. Considering that the mobility sector is responsible for 38% of the Swiss CO₂-emissions, the share of electric cars is very low.

Electric mobility is the most promising measure to significantly reduce CO₂ emissions in the mobility sector: Pollutants and CO₂ emissions during travel are completely eliminated, and the significantly higher efficiency of electric drives reduces the total energy consumption of road traffic. The Swiss government expects that electric cars will account for 30 to 40% of the total vehicle fleet in 2050. A significant step forward could be electrification of corporate fleets.

This project seeks to develop a realistic understanding of the drivers and barriers that facilitate or hinder the electrification of corporate fleets. We specifically look into issues of intrafirm acceptance, and into the role of the policy environment in Switzerland.

II FORSCHUNG AM IWÖ | PROJEKTE

Progress

Successfully completed.

Erhöhung der Intra-Firm Akzeptanz von Elektromobilität in der Stadt St.Gallen

Zeitraum 2018–2019

Finanzierung Amt für Umwelt und Energie Stadt St.Gallen

Mitarbeitende Pascal Vuichard, Dr. Karoline Gamma

Kurzbeschreibung

Das Ziel des Projekts ist es, die Zahl der gemeldeten E-Fahrzeuge in St.Gallen durch die Schaffung eines Angebots der Stadt St.Gallen für die Testnutzung eines Elektrofahrzeugs in Firmenflotten zu erhöhen. Dadurch sollen vor allem Bedenken der MitarbeiterInnen gegenüber der Elektromobilität reduziert und die generelle Mitarbeiterakzeptanz für Elektromobilität erhöht werden.

Die Stadt St.Gallen hat ein ambitioniertes Ziel im Bereich der Elektromobilität (1000 E-Fahrzeuge bis 2020). Neben den klassischen Aspekten wie zum Beispiel der Reduktion der Investitionskosten, dem Ausbau der öffentlichen Ladeinfrastruktur oder dem Ausbau der Produktpalette, ist auch die interne Akzeptanz der MitarbeiterInnen in einer Firma ein wichtiger Aspekt für den weiteren Ausbau der Elektromobilität. Wie man diese Intra-Firm Akzeptanz erhöhen könnte, ist das Hauptanliegen dieses Projekts.

Projektstatus

Fortschreitend.

Europeanization of the Swiss Energy System

Period 2018–2019

Funding Swiss National Science Foundation (NRP 70 Energy Turnaround/NRP 71 Managing Energy Consumption)

Researchers Beatrice Petrovich, Prof. Rolf Wüstenhagen

Description

The EU has emerged as a new (at this point informal) level on top of Swiss multilevel energy governance. Decisions on the European and Swiss levels have come to influence one another's energy governance and energy system because of the physical interconnectedness between Switzerland and the neighboring EU member countries. This interdisciplinary study, carried out together with lawyers and political scientists from the University of St.Gallen, examines how EU energy legislation and technical standards influence – or do not influence – the Swiss federal, cantonal, and municipal energy policies as well as clean energy investment decisions in Switzerland. Moreover, the analysis considers where and how Swiss federal institutions and major private actors can exert influence on EU energy policies. IWÖ's tasks for this project include a policy impact assessment of how the (direct or indirect) Europeanization of the Swiss energy regulation could impact the private sector's willingness to invest in decentralized clean energy.

A special focus will be dedicated to a new investor type who is increasingly taking a leading role in financing the energy sector and in driving the transition to a decarbonized energy system: households and private citizens that become decentralized energy producers (the so called «prosumers»).

Progress

The interim report was delivered in October 2018. The final report is due in April 2019.

The Price of Risk in Residential Solar PV Investment

Period 2018–2019

Funding Swiss Federal Office of Energy

Researchers Beatrice Petrovich, Prof. Rolf Wüstenhagen

Cooperations ▪ Haute Ecole de Gestion (HEG) Genève
▪ Stefano Carattini (Georgia State University)



Description

This project explores how perceived investment risk influences solar photovoltaic (PV) investment decisions by households. The role of risk is still relatively unexplored in

the literature but has become very relevant, not just in Switzerland, but all over Europe, due to the phasing out of policies that provide solar investors with a stable revenue stream (e.g. feed-in tariffs) and introduction of alternative support schemes (e.g. investment grants) that imply that some investment risk is borne by residential solar producers. We aim to contribute to this policy debate by investigating the role of households' risk and time preferences in solar investment decisions.

We collect empirical evidence for this analysis through semi-structured interviews with Swiss households who adopted solar and solar PV installers, as well as through a large scale online survey submitted to a sample of Swiss single- and multifamily-house owners who do not own a solar PV system yet but are interested in purchasing one for their house in the next 5 years.

Progress

The final report is due in June 2019.

Community-Wind: Finanzielle Bürgerbeteiligungen an Windprojekten in der Schweiz

Zeitraum 2017–2018

Finanzierung internes Projekt

Mitarbeitende Nathalie Dällenbach, Alexander Stauch, Pascal Vuichard

Kurzbeschreibung

Windenergie spielt eine wichtige Rolle im Rahmen der Energiestrategie 2050 – die Umsetzung von Windenergie-

projekten in der Schweiz geht aber nur sehr langsam voran. Vor allem bei der lokalen Akzeptanz gibt es Barrieren. In diesem Forschungsprojekt wird der Einfluss verschiedener finanzieller Beteiligungsmodelle für Windenergieprojekte auf die soziale Akzeptanz eines hypothetischen Projekts beschrieben. Basierend auf der Konfiguration von drei verschiedenen finanziellen Beteiligungsmodellen, die in einer Vorstudie mit mehreren Branchenexperten getestet wurden, haben wir eine experimentelle Umfrage bei einer repräsentativen Stichprobe von Schweizer Stromkunden durchgeführt (N=1202). Unsere Ergebnisse zeigen, dass eine lokale Ressourcensteuer, die der gesamten Gemeinschaft zugutekommt, gegenüber individuellen finanziellen Beteiligungsmodellen bevorzugt wird (nämlich die Möglichkeit für lokale Bürger, sich durch Aktien oder Anleihen zu beteiligen). Für wichtige Schlüsselpersonen, wie z.B. risikoscheue Menschen oder solche mit einer politisch zentrierten, fortschrittenlichen Denkweise, führt die lokale Ressourcensteuer zu einer signifikanten Erhöhung der Akzeptanz. Da Erkenntnisse über spezifische finanzielle Beteiligungsmodelle für Windenergieprojekte selten sind, schafft unsere Forschung eine wichtige Grundlage, auf der Politik und Projektentwickler/innen die soziale Akzeptanz von Windenergieprojekten auf lokaler Ebene fördern können.

Projektstatus

Abgeschlossen. Die Resultate sind auf Anfrage einsehbar.



II FORSCHUNG AM IWÖ | KONFERENZTEILNAHMEN

European Academy of Management – Doctoral Colloquium, Reykjavik (Iceland), 17–19 June 2018



Tabea Bereuther and Fiona Stappmanns presented their work at the EURAM Doctoral Colloquium. Together with 91 other PhD students from 28 different nations they enjoyed three days full of interesting workshops, lectures, feedback sessions and networking.

The 6th World Congress of Environmental and Natural Resource Economists, Gothenburg (Sweden), 25–29 June 2018



Beatrice Petrovich presented her research paper «Beauty and the Budget: homeowners' motives for adopting solar panels in a postgrid parity world» during the thematic session dedicated to solar energy.

3rd Community Wind Symposium Bonn (Germany), 6 September 2018



On September 6, 2018, two of our PhD students, Pascal Vuichard and Alexander Stauch, presented their research on financial participation models for local wind energy projects and their influence on the social acceptance of such projects at the third international symposium for Community Wind Energy in Bonn (Germany). The results of the research were followed up with great interest by the audience and then continued in exciting discussions at the aperitif.

The symposium was full of interesting insights with regard to different topics of community wind energy, but also with regard to renewable energy topics in general. Pascal and Alexander returned with a lot of new learnings, ideas and inspiring contacts.

European Conference on Behaviour and Energy Efficiency (BEHAVE 2018), Zurich (Switzerland), 5–7 September 2018



Another conference that our researchers participated in was the European Conference on Behaviour and Energy Efficiency (BEHAVE). This major biannual conference was this time held at ZHAW Zurich from September 5–7. Two of our researchers, Dr. Karoline Gamma and Jana Plananska, took the opportunity to present their research related to decision modes promoting environmentally-friendly consumer choices and climate change communication, respectively.

The conference was very stimulating, providing a platform for the researchers to present their work, get valuable contacts and exchange ideas with other researchers from the field. They are very much looking forward to the next edition of the conference held in 2020.

SCCER CREST and SCCER Mobility Annual Conferences, Zurich (Switzerland), 11–12 September 2018



In September 2018, the annual conferences of both Swiss Competence Centers that IWÖ is a part of, SCCER CREST and SCCER Mobility, took place. Jana Plananska presented a poster related to her research titled «Applying nudging techniques to promote fuel-efficient car purchases» at both of them. While at SCCER Mobility the posters were presented in a plenum throughout the whole day of the conference, SCCER CREST dedicated panel sessions to individual work packages as part of which the posters were presented.

Behavior, Energy and Climate Change Conference, Washington DC (USA), 7–10 October 2018



From 7 to 10 October 2018, two of our PhD students, Jana Plananska and Alexander Stauch, and one PostDoc researcher, Anna Ebers, attended the prestigious Behavior, Energy and Climate Change Conference (BECC) in Washington DC (USA). At this 4-day conference Jana Plananska presented a poster on her research on climate change communication, Anna Ebers was part of a panel discussion and Alexander Stauch presented his research on the design and communication of community solar offers.

The whole conference was very successful. People from more than 50 countries presented their research and exchanged ideas in exciting discussions at numerous networking events. A very stimulating and motivated atmosphere prevailed, which our three conference visitors absorbed with enthusiasm. They came back with numerous new contacts from research, industry and politics, coupled with new ideas and a lot of drive to continue to make exciting contributions to these important topics.

The 3rd AIEE Energy Symposium, Milan (Italy), 10–12 December 2018



Beatrice Petrovich presented her research on «Residential solar PV investment: the role of beauty, budget and risk».

EGOS Conference

At the EGOS conference 2018 in Tallinn, Moritz Looock has been presenting two research papers on the role of heuristics in organizations. In addition to the presentation of the two papers, Moritz has been co-organizing a conference sub-theme (with Wolfgang Güttel, JKU, and Madeleine Rauch, CBS). Over 30 papers from researchers from all over the world have been presented and discussed in the three days of this EGOS sub-theme.



Participants of the 2018 EGOS sub-theme in Tallinn “Heuristics: Novel Insights into Organizing and Organizations” that has been co-organized by Moritz Looock

II FORSCHUNG AM IWÖ | DISSERTATIONEN, POSTDOC-PROJEKTE & HABILITATIONEN

2018 abgeschlossene Dissertationen

■ **Blondiau (Karneyeva) Yuliya**

Investments in renewable energy under uncertainty:
The role of energy policy, project economics
and investor cognition
(HR: Wüstenhagen/KR: Bergek/Drittgutachter: Loock)

■ **Kubli Merla**

Decentralization dynamics of energy systems: From
prosumer preferences to system-perspectives (HR:
Wüstenhagen/KR: Gassmann/Drittgutachter: Ulli-Bier)

■ **Rinscheid Adrian**

Behavioral and Institutionalist Perspectives on Preference
Formation in a Contested Political Context: The Case of
Divesting from Nuclear Power
(HR: Wüstenhagen/KR: Tosun, Universität Heidelberg/
Drittgutachter: Varone, Universität Genf)

Laufende Dissertationen

■ **Bereuther Tabea**

Truly sustainable strategies in the food sector
(HR: Dylllick/KR: Loock)

■ **Buff Etienne**

Socially Responsible Investments. Kulturelle Heraus-
forderungen für das Asset Management
(HR: Dylllick/KR: Dey)

■ **Cousse Julia**

Emotional Antecedents to Social Acceptance of Renewable
Energy (HR: Wüstenhagen)

■ **Dällenbach Nathalie**

Social Acceptance of Wind Energy
(HR: Wüstenhagen)

■ **Honegger Angela**

Successful Application of Frugal Innovation in Western
Companies (HR: Dylllick)

■ **Petrovich Beatrice**

Drivers of investment decisions in residential solar energy
and their implications for energy policy
(HR: Wüstenhagen / KR: Denny)

■ **Plananska Jana**

Nudging to support electric mobility in Switzerland
(HR: Wüstenhagen)

■ **Rost Zoe**

Innovations towards Product Sustainability 3.0
(HR: Dylllick / KR: Loock)

■ **Schneider Nina**

Social acceptance of wind energy (HR: Wüstenhagen)

■ **Stappmanns Fiona**

Truly Sustainable Business Models for Sustainable
Production and Consumption
(HR: Dylllick / KR: Frankenberger)

■ **Stauch Alexander**

Marketing for Renewable Community Energy: Offer-
design, Segment-based Communication Strategies and
Bundling Opportunities for Mobility
(HR: Wüstenhagen / KR: Tomczak)

■ **Vuichard Pascal**

Social Acceptance of Renewable Energy and E-Mobility
(HR: Wüstenhagen / KR: Lieven)

■ **Villinger Marc**

Business model innovation
(HR: Jung / KR: Loock)

Laufende PostDoc-Projekte

■ **Gamma Karoline**

Energy Consumer Behavior

■ **Kubli Merla**

Linking customer and investor acceptance for integrating
e-mobility in the grid

■ **Rinscheid Adrian**

Political Contestation of Policies to Phase-out
Unsustainable Energy Infrastructures

Laufende Habilitationen

■ **Loock Moritz**

Heuristics in sustainability management



III VERANSTALTUNGEN

Research talks at the IWÖ-HSG



- Penelope Buckley, PhD researcher at the University of Grenoble (FR): «Dynamic pricing and smart meters: An experimental analysis of households behaviour with regard to electricity consumption», 08.01.2018
- Dr. Karlijn van den Broek, PostDoc researcher at the University of Heidelberg (DE): «Heuristics in Household Energy Judgement Tasks», 28.03.2018
- Goda Perlaviciute, Assistant Professor for Environmental Psychology at the University of Groningen (NL): «Public Acceptability of Energy Projects», 04.09.2018
- Vito Manfredi Latilla, PhD Candidate at the Politecnico di Milano, Department of Management Engineering (IT): «Organizational Design and Business Model Innovation in the Energy Industry: Evidence from a multiple Case-study Analysis», 19.09.2018

- Dr. Pankaj Agarwal, CEO, Panitek Power AG
- Prof. Dr. Tomas Casas-i-Klett, Director China Competence Center, University of St.Gallen
- Wei Chuen Chua, Regional Vice President Europe, Singapore Economic Development Board
- Florian Kind, Project Manager, Panitek Power AG
- Prof. Dr. Markus Prandini, Head Competence Center Asia Business, ZHAW
- Abhishek Raju, India Representative & Serial Entrepreneur, ACC-HSG



HSG Kick-off days, Autumn Semester 2018



On Friday, September 14, 2018, Prof. Dr. Rolf Wüstenhagen was invited by the HSG Kick-Off Days to organize a workshop relative to the sustainable resource use. Together with Jana Plananska and Fredy Zaugg from the City of St.Gallen, Prof. Wüstenhagen decided to dedicate the workshop to sustainable mobility options in the city of St.Gallen. After an initial introduction to the problematic, the students were asked to work on one of the plurality of offered case study topics ranging from E-Mobility Business Models and Innovative means of low-carbon transport to E-Bike Sharing Scheme, which proved particularly popular among students. The team work was very successful and provided both the participating students as well as the researchers and the representative of the city of St.Gallen many fruitful insights to their further work and studies.

Pre-Conference Workshop #REMforum 2018: The Push for Electric Mobility in Asia – Business Opportunities for Swiss SMEs

In partnership with the Asia Connect Center (HSG), St.Gallen Bodensee Area and the Executive Education Programme in Renewable Energy Management:

- Prof. Dr. Roger Moser, Director, ACC-HSG, University of St.Gallen (Moderator)

Swiss Competence Centers for Energy Research (SCCER CREST)

Das IWÖ-HSG ist Lead Institut des Center for Energy Innovation, Governance and Investment, welches die Aktivitäten der Universität St.Gallen im Rahmen der nationalen Energieforschungskompetenzzentren (SCCER CREST) bündelt. Für weitere vier Jahre (2017–2020) fördert der Bund in diesem Rahmen die wirtschafts- und sozialwissenschaftliche Energieforschung.



SCCER CREST

<https://www.sccer-crest.ch/>



EGI-HSG Activities

The Center for Energy Innovation, Governance and Investment (EGI-HSG), established in 2014, bundles the expertise and competence at the University of St.Gallen in energy research. EGI-HSG provides the scientific basis for decision-making processes in business and politics. The University of St.Gallen and

its partners from academia, industry and public administration aim at providing a valuable contribution to the implementation of the Swiss Energy Strategy 2050. In the last year, several events were organized in order to enable interdisciplinary exchange and use synergies.



EGI-Vollversammlung

Video series:

Researchers of EGI-HSG (Center for Energy Innovation, Governance and Investment) at University of St.Gallen present their research and contribution to transformation of the energy sector.

HSG Alumni Sustainability Club

In autumn 2018, the HSG Alumni Sustainability Club was established. The idea for the Sustainability Club arose in the Master course «Strategies for a sustainable development» of Prof. Thomas Dyllick, who is now part of the advisory board of the club. Furthermore, the Institute for Environment and the Economy supports the Club in various ways. The Sustainability Club is part of the HSG Alumni network and sees itself as a service club for those interested in sustainability. In particular, the club will (1) promote a network between HSG alumni, (2) contact

and exchange with members of student sustainability associations as well as a (3) platform for the exchange and development of innovative solutions in the field of sustainability. The club also aims to (4) strengthen its position in the field and promote thought leadership and research. For this reason, the club organizes one main event per year, in addition to regular informal net-working events as well as input-lunches, workshops, and company visits to name a few.

10th Anniversary & Call for Action on the Global Climate Challenge



In 2018, the annual CEMS Model UNFCCC, initiated by the University of St.Gallen and ESADE in Barcelona, celebrated its 10th anniversary. Aiming to raise awareness of the importance of educating responsible business leaders on a broader scale, the 10th edition of the CEMS Model UNFCCC was accompanied by a social media campaign (#CEMSgoesgreen and #climatechangechallenge) and initiated by a call for action against climate change launched by the CEMS Student Board and the CEMS Alumni Board. While the social media campaign has so far mobilized thousands of members of the CEMS community around the world, the call for action has received 520 signatures by the end of 2018.



III VERANSTALTUNGEN | «THE BUSINESS OF BUSINESS IS...?»

Abschiedsvorlesung Prof. Thomas Dyllick

Am 13.11.2018 hielt Prof. Thomas Dyllick seine Abschiedsvorlesung zum Thema «The Business of Business is...?».



In seinem Vortrag zeigte er zunächst Merkmale der Nachhaltigkeit als Megatrend auf und skizzierte die Entwicklung des Konzepts unternehmerischer Nachhaltigkeit.

Prof. Dyllick illustrierte dabei, wie sich Verständnis der unternehmerischen Nachhaltigkeit im Verlauf der Zeit geändert hat und was aktuelle Herausforderungen für ein zeitgemäßes Verständnis sind.



Abschliessend entwickelte er die TOPICS für die Zukunft; Themen, die als Leitfaden für ein nachhaltigkeits- und zukunftsorientiertes Handeln gelten. Diese TOPICS stellen die neuen OPTICS dar; eine neue Perspektive für Unternehmen um einen effektiven Beitrag zu gesellschaftlichen Herausforderungen zu leisten.

Eine Videoaufzeichnung der Vorlesung kann unter folgendem Link abgerufen werden: <https://www.youtube.com/watch?v=ynFEdNFXg6A&feature=youtu.be>

Im Vorfeld der offiziellen Abschiedsvorlesung fand eine Zusammenkunft der Doctores statt. Rund 30 ehemalige und aktuelle DoktorandInnen von Thomas Dyllick, sowie enge Wegbegleiter diskutierten im Kolloquium aktuelle Themen der unternehmerischen Nachhaltigkeit in Forschung und Praxis.



Abgeschlossen wurde die Abschiedsvorlesung bei einem festlichen Dinner im Weiterbildungszentrum der Universität St.Gallen mit 140 geladenen Gästen.



III VERANSTALTUNGEN | #REMforum



9th St.Gallen Forum for Management of Renewable Energies

Over the past two decades, the energy system has started to shift from central infrastructure towards decentralization. While renewable energy comes in both centralized (e.g. large hydro or offshore wind) and decentralized forms (e.g. solar photovoltaics), recent technological trends have opened the possibility of even more radical decentralization. The convergence of small-scale energy conversion and storage with electric mobility and digital technology makes energy systems with high degrees of local autonomy a real possibility. This creates opportunities for new self-consumption business models and peer-to-peer trading of renewables, but also challenges the current institutional framework for energy markets. At the 9th St.Gallen Forum for Management of Renewable Energies (#REMforum 2018) over 150 inter-



national managers, investors, entrepreneurs, policy-makers and other key stakeholders in the global energy transitions discussed and gained insights on these new business opportunities, through inspiring debates, interactive workshops and extensive networking opportunities.



More information, highlights, pictures and videos at: www.REMforum.ch



III VERANSTALTUNGEN | STUDENT IMPACT



Die studentische Unternehmensberatung an der Universität St.Gallen hat die Vision, mehr Nachhaltigkeit in die Wirtschaft zu integrieren, indem sozial oder ökologisch fokussierte Unternehmen zu verschiedenen wirtschaftlichen Fragestellungen beraten werden. Dadurch kann der positive Impact dieser Unternehmen verstärkt und nachhaltiges Wirtschaften gezielt gefördert werden. So hat Student Impact 2018 zehn Start-Ups und KMU beraten; in den vergangenen sechs Jahren konnten insgesamt mehr als 90 Firmenprojekte erfolgreich absolviert werden. Gleichzeitig werden die rund 50 mitarbeitenden Studierenden für praktische Nachhaltigkeit sensibilisiert. Diese engagieren sich bei Student Impact, um durch ihre Tätigkeit einen relevanten Beitrag für eine nachhaltigere Wirtschaft zu leisten und ihnen gleichzeitig erfahrene Berater und Coaches die Möglichkeit geben, sich dabei persönlich und beruflich weiterzuentwickeln. Das Jahr

2018 war für Student Impact besonders erfolgreich: So durfte zum zweiten Mal in Folge der ASCO Award der Schweizerischen Vereinigung für Management Consultants in der Kategorie «Best Business Transformation Student Consultants» entgegengenommen werden. Zusätzlich wurde ein Gemeinschaftsprojekt von Moritz Loock, Martin Meier und Student Impact mit dem «Impact Award» der HSG ausgezeichnet, der Forschungsprojekte mit einem wesentlichen Beitrag zur gesellschaftlichen, sozialen und wirtschaftlichen Entwicklung ehrt. Das IWÖ-HSG ist eng mit dieser Initiative verbunden. So ist Angela Honegger als Präsidentin von Student Impact Doktorandin am IWÖ, Thomas Dyllick ist Vorsitzender und Moritz Loock Mitglied des Beirats.

<http://www.studentimpact.ch>



III VERANSTALTUNGEN | ECONNECT

ECONNECT the Support Platform for Student Associations in the Field of Responsibility & Sustainability

Student engagement has always been a strong pillar of the educational system at the University of St.Gallen. In recent years, particular student associations in the field of Responsibility and Sustainability (R&S) have been very active. They have attracted more students, leading to more diversified student associations. Among its more than 100 student associations, there are around 10 in the R&S field. Like all student associations, they have their strengths and growth areas. They foster voluntary student engagement, they help develop practical management and leadership competences, and they strengthen the social cohesion between students. However, they also have their weaknesses. There are overlapping projects and interests, communication is not optimal, and there is a high member fluctuation, which leads to a loss of expertise. They are clearly not as professional and effective as they could be. To improve on these deficiencies, the University of St.Gallen submitted a project to the national U Change program, which supports sustainability projects by students at Swiss universities to establish ECONNECT a central support platform for student associations in the field of R&S.



Kick-Off Event of ECONNECT

Four main goals were defined:

1. Improvement of communication and coordination between the student associations.
2. Strengthening the development of skills and personalities through specialized coaching services (student associations as practical learning labs).
3. Support the development of effective contributions in tackling responsibility & sustainability challenges, especially in a regional context.
4. Ensure the continuity of the student associations and student engagement through structural and procedural measures.

The project was accepted by U Change and co-financed by this national program and the University of St.Gallen. The project is affiliated to the Institute for Economy and the Environment. Prof. Dr. Thomas Dyllick, University Delegate for Responsibility & Sustainability, heads the platform and since March 2018, Helena Fierz, a former oikos project leader, has been in charge of the project. An initial analysis of the needs of the student associations has indicated that the highest priorities should be optimizing communication and coordination among the associations, and build skills. In a first step, the support platform established a common communication channel and organized get-togethers to strengthen community-building. A series of professional coaching workshops in the fields of team management, project management, and marketing were organized. They took place in the autumn semester of 2018. Further activities will be developed and defined according to the needs of the student associations and the learnings from the effectiveness of the platform's activities. The support platform for student associations in the R&S field serves as a university-wide pilot project for the more than 100 student associations at the university.



Team-Management Workshop



Project-Management Workshop

IV LEHRE | LEHRVERANSTALTUNGEN

Lehrveranstaltungen auf Bachelor-Stufe

Frühjahrssemester 2018

- Integrationsseminar: Selbststudium (Loock)
- Strategisches Management: Selbststudium (Reuter)

Herbstsemester 2018

- Nachhaltigkeitsmanagement und -marketing (Loock)

- Praxisprojekt Nachhaltigkeitsmanagement (Loock)
- Sustainability and Corporate Strategy: Meeting the Energy and Climate Challenges, CEMS Block Seminar (Wüstenhagen/Reuter)



Activities during the CEMS Block Seminar

Lehrveranstaltungen auf Master-Stufe

Frühjahrssemester 2018

- Strategien für eine nachhaltige Entwicklung (Dyllick)
- Climate Change and the Psychology of Decision-Making (Gamma/Reuter)
- Model UNFCCC – CEMS Climate Change Course and Simulation, CEMS Master of International Management (Wüstenhagen)

Herbstsemester 2018

- Unternehmerisches Nachhaltigkeitsmanagement (Dyllick)
- Clean Energy Marketing (Wüstenhagen)
- Sustainable Finance (Wüstenhagen)
- Overcoming Energy Path Dependence (Wüstenhagen/Sened)
- Energy Governance and Management (Wüstenhagen / Thaler)
- Social acceptance of electric mobility innovations (Gamma / Reuter)
- Renewable Energy Startup Boot Camp (Gastprofessor Robert Wuebker)
- Sustainable Management and SDGs (Wüstenhagen)
- Resources in the City, Solutions for Sustainable Mobility in St.Gallen (Workshop, HSG Kick-Off Days) (Wüstenhagen)



Joint excursion of Energy Governance and Management and Clean Energy Marketing classes at windpark Verenafahren in Tengen (Germany) and SHPower Schaffhausen

Lehrveranstaltungen auf Doktorat-Stufe

Frühjahrssemester 2018

- Themen und Projekte zum Nachhaltigkeitsmanagement, Doktorandenprogramm Marketing (Dyllick/Wüstenhagen)
- Rigor and Relevance in Sustainability Management Research (Gastprofessorin Tima Bansal)

Herbstsemester 2018

- Einführung in die Wissenschaftstheorie und -methodik: Forschungskonzeption, Doktorandenprogramm Marketing (Dyllick/Tomczak)

Strategien für eine nachhaltige Entwicklung

Dieser Kurs von Prof. Dyllick geht von grossen Nachhaltigkeitsherausforderungen für Wirtschaft und Gesellschaft aus, behandelt diese aber in einem regionalen Handlungskontext unter Einbezug der relevanten Akteure. Behandelt werden jedes Jahr drei andere aktuelle Herausforderungen. 2018 waren es die folgenden Themen:

- A. Verantwortung & Nachhaltigkeit der HSG im Licht der UN Sustainable Development Goals (SDGs)?
- B. Wie verhelfen wir einer nachhaltigen Schokolade in der Schweiz zum Durchbruch?
- C. Ist der Konsument bereit für kreislaufwirtschaftliche Modelle bei Kleidung?

In diesem Kurs geht es sowohl um ein Verständnis der Probleme und möglichen Lösungsansätze, als auch um die Erfahrung und den praktischen Umgang mit unterschiedlichen Perspektiven, Interessen und Zielen relevanter Anspruchsgruppen (stakeholder). Es geht zudem um das Kennenlernen und Nutzen des Prozesses eines gemeinsamen Entdeckens und Definierens von Lösungsansätzen im Rahmen von «Collaboratories» als innovativer, kollektiver Lernform. Diese stark aktionsorientierte, experimentelle Lernform beruht auf erfahrungsbasiertem Lernen.



Model UNFCCC – CEMS Climate Change Course and Simulation – Officially Supported by UNFCCC and its Executive Secretary

«Learning for an exam is one thing – but leaving a professional impression on your peers on a complex issue, understanding the interests of a multitude of parties, finding common ground under time pressure, and experiencing frustration, joy and anger along the way lead to much deeper learning experiences.»

Prof. Dr. Rolf Wüstenhagen, CEMS Model UNFCCC co-founder & academic director at the University of St. Gallen

The CEMS Model UNFCCC is a unique initiative with the main objective of educating responsible future business leaders. Since 2017, it is officially supported by United Nations Framework Convention on Climate Change (UNFCCC) and its Executive Secretary, Patricia Espinosa. The course, which is embedded in the CEMS Master's International Management Curriculum aims to expand knowledge in the fields of climate science, renewable energy

technology, politics, and economics. To amplify students' learning experience, the semester-long course culminates in a two-day simulation of UN climate negotiations. For its 10th edition, 150 students gathered in Barcelona (ESADE) from May 14–16, 2018 to take on the role of government, industry, and civil society. Taking part in the simulation enables students to improve their negotiation skills, to directly apply what they learned during the semester and to develop concrete solutions to combat climate change at a global level.

The learning experience goes beyond finding strategic solutions on a global scale. Reflection on individual behavior is a second critically important pillar of the course. One of the students' first tasks is the calculation of their carbon footprint. As flights often account for the largest share of students' emissions, they are encouraged to consider less carbon intensive ways of traveling to the simulation. Since 2018, Mercator Foundation Switzerland has supported CEMS Model UNFCCC students who choose a train ride over a lowcost flight. Participating CEMS partner schools included: University of

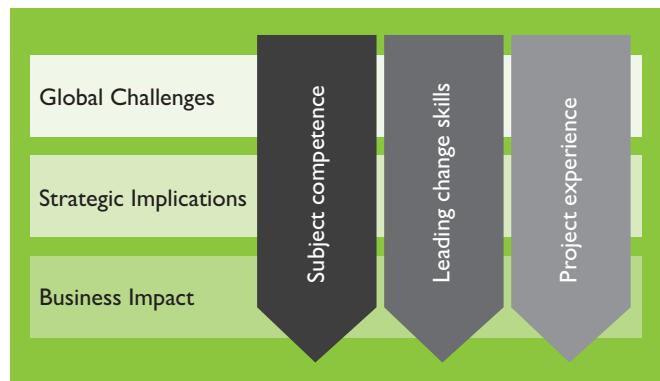
St.Gallen (Switzerland), ESADE Barcelona (Spain), University of Cologne (Germany), Corvinus University of Budapest (Hungary), WU Vienna (Austria), Rotterdam School of Management (The Netherlands), Bocconi University (Italy), the Warsaw School of Economics (Poland), and Stockholm School of Economics (Sweden). In 2018, Stockholm School of Economics took part in the CEMS Model UNFCCC for the first time.

The Model UNFCCC in 2018 again was financially supported by CEMS Head Office. Furthermore, Mercator Foundation Switzerland supports the further establishment of the CEMS Model UNFCCC. Central aspects of the project (2017–2020) entail the CEMS Model UNFCCC's further institutionalization, the internal and external communication between the Model UNFCCC stakeholders, as well as an impact assessment.

<http://www.modelunfccc.org>

V WEITERBILDUNG | EXECUTIVE DIPLOMA IN ADVANCED SUSTAINABILITY

The collaboration between the Institute for Economy and the Environment at the University of St.Gallen (IWO-HSG) and the Business School Lausanne to jointly offer the Diploma in Sustainable Business ended in 2018. The program, however, will be continued in the fall 2019 under the new title of Diploma in Advanced Sustainability as a collaboration between IWÖ-HSG and Mission Possible Foundation. It remains under the joint leadership of Thomas Dyllick and Katrin Muff and draws on the same faculty. Program objectives and structure remain the same. It is designed to inspire and train change agents with a broad understanding in global sustainability and provide them with practical skills to develop and implement solutions for sustainability issues in organizations. It is a one-year part-time executive program and has been running successfully since 2010. It regularly attracts 15–20 highly motivated students from very diverse backgrounds and nationalities every year. There are some 120 DAS alumni.



Different perspectives ...

The program approaches sustainability from three different perspectives:

1. **Global challenges** – understanding the sustainability challenges we, as a global community are facing today and in the coming decades
2. **Strategic implications** – evaluating how business can contribute to resolve them through innovative strategies
3. **Business impact** – translating sustainability strategies across business functions.

... and a new way of learning

Learning – in particular in the sustainability field – needs more than knowledge. It also needs practical skills, leading change skills and reflective skills. To achieve this, the program uses an applied, interactive and experiential learning approach. The program is built on three learning dimensions:

1. **Subject competence** – exposure to the best current knowledge in the global and business sustainability fields provides the foundation for understanding and managing the sustainability challenges.
2. **Leading change skills** – implementation and change management skills are critical to bring sustainability to business. To ensure this, the Leading Change dimension forms an integral part of the program
3. **Project experience** – real-life sustainability projects are conducted in a collaborative work space and form the backbone of the program. These projects are conducted in collaboration with companies, communities or NGOs. The program provides the opportunity for companies to offer a strategically relevant sustainability topic to be worked on during the course by a small (4–5 participants), international, multifunctional and highly motivated team of participants.

Program Structure (13 two-day modules)

- The big picture of sustainability challenges and project kick-off
- Leading change I and project experience
- Best practices in sustainability strategies
- The Business case: Sustainability tools
- Leading change II and project review 1
- Responsible leadership and global stakeholders
- Sustainability marketing and communications
- Making supply chains sustainable
- Measuring sustainability performance
- Leading change III and project review 2
- Co-Creating sustainability initiatives
- Social entrepreneurship & intrapreneurship
- Leading change IV and final project presentations



<http://www.iwoe.unisg.ch/sustainablebusiness>
<https://www.das.education/>

V WEITERBILDUNG |

EXECUTIVE EDUCATION PROGRAMME IN RENEWABLE ENERGY MANAGEMENT



Competence for Tomorrow's Energy Markets, Today

The main goal of the parttime Certificate of Advanced Studies in Renewable Energy Management (REM-HSG) is to enable tomorrow's leaders to navigate through what the International Energy Agency (IEA) calls «an energy technology revolution.» REM-HSG consists of three one-week modules in St.Gallen and Berlin. Participants enhance their skills in managing the energy transition and capture growth opportunities in the renewable energy markets. Faculty from the University of St.Gallen and thought leaders from academia, government and industry provide participants with competences for tomorrow's energy markets today.



Market Drivers & Technology Management



Financing Innovative Business Models



Energy Entrepreneurship & Policy Risk

February

May

September

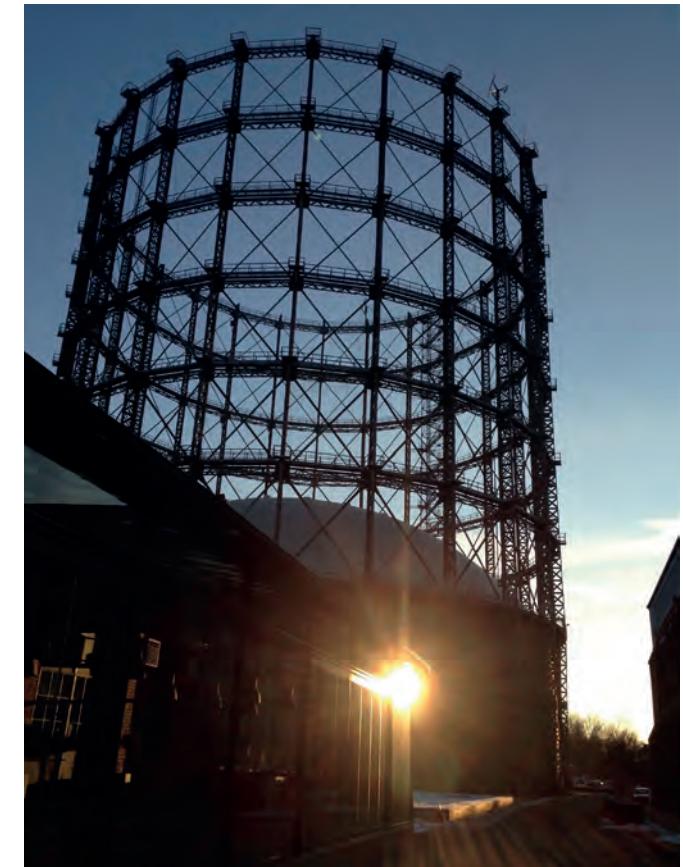
«REM-HSG allowed me to look at things from a different perspective, leading to new, unexpected solutions beyond business as usual. The program encouraged me to think out of the box and to discuss the market potential of renewable energies from different points of view.»

Philipp Schröder, CEO and Co-Founder, CAPinside.com, Hamburg



«The great thing about the REM-HSG programme is that you get to learn about all the different aspects of renewable energy management in an international setting, be it through the practical knowledge delivered by industry professionals or through the application of general management methods.»

Sabine Herrmann, Manager Client Focus at Energie 360° AG



Application and further information:

<https://www.renewable-energy-management.ch/>

VI GESELLSCHAFTLICHE WIRKUNG

Kohleausstieg

– Die Debatte in Deutschland

Süddeutsche Zeitung, 29.05.2018

Adrian Rinscheid führte im Auftrag von Greenpeace eine Studie zum Kohleausstieg in Deutschland durch. Es zeigte sich, dass die Mehrheit der über 3.000 Befragten einem ambitionierten Kohleausstiegsgesetz zustimmt, die Zustimmung zum Braunkohleausstieg in verschiedenen Gebieten jedoch stark variiert. Die Studienergebnisse wurden in einem Artikel in der Süddeutschen Zeitung exklusiv veröffentlicht. Dies erzeugte ein breites Medienecho und die Ergebnisse wurden in den sozialen Medien, insbesondere bei Twitter, breit rezipiert.



PhD Internship Exchange

Penelope Buckley from the Grenoble Applied Economics Lab (France) and Vito Manfredi Latilla from the Politecnico di Milano (Italy) joined the IWÖ for a shortterm internship. These placements are an opportunity for host and interns to reflect on how to help social sciences and humanities work become embedded into existing energy initiatives to maximise impact.

Institut für Wirtschaft und Ökologie



Universität St.Gallen

Career Stories

«Career Stories» is a video series of interviews with HSG alumni working in the field of sustainability. The aim is to show students different career paths of former HSG students in this field, from startups to big corporates. The interviewees explain why they have chosen a career in the sustainability field, what they have learned at HSG and what it needs to achieve this goal. A total of seven interviews were produced.



<https://www.youtube.com/watch?v=XMKeO4F19fE>



«Futuricum» – HSG Impact Award

The garbage truck is one of the greatest CO₂ producers in city centres and also a source of lots of noise emission. Martin Meier developed a concept for the use of E-trucks as vehicles to collect recyclable material. Prof. Moritz Loock and Student Impact accompanied the project from ideas developed in the Executive MBA up to its implementation. In cooperation with various industry partners, «Designwerk» developed a recyclable material collection vehicle with the name «Futuricum». The project is one of the winners of the «HSG Impact Award 2018».

<https://www.youtube.com/watch?v=uAn4rccJAG0&feature=youtu.be>



HSG a Blue University

In 2016, the HSG became a Blue University.

As part of its Blue University commitment, the HSG promotes the consumption of tap water as well as the recognition of water as a public good. The aim of this initiative is to increase awareness of access to water as a human right. In

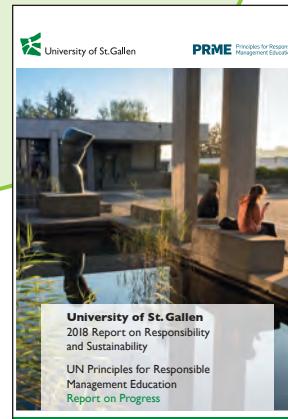
April 2018, five new H₂Oases were installed, bringing the University of St.Gallen's total H₂Oases to 14. New students received a reusable squeasy drinking bottle during the Fresher's Week and Kick-off Days in 2016, 2017, and 2018. Students received 2,750 squeasy bottles in 2016, then 2,800 in 2017, and 2,500 in 2018, to sensitize them to drink tap water.



PRME Report 2018

Biannually the HSG Report on Responsibility & Sustainability (R&S) presents a comprehensive overview of the major activities and achievements in the R&S field. It covers research, teaching, executive education, student engagement, campus operations as well as events and dialogue. As a signatory of the United Nations Principles for Responsible Management Education (UN PRME), the University of St.Gallen has committed itself to report regularly on the progress achieved. In 2018, the HSG PRME Report on Progress was published.

<https://nachhaltigkeit.unisg.ch/en/kontext/berichte>



Why IWÖE? The Movie.

Why do we need an Institute for Economy and the Environment (IWÖ-HSG)? What motivates us? Where are we today and what remains to be done?

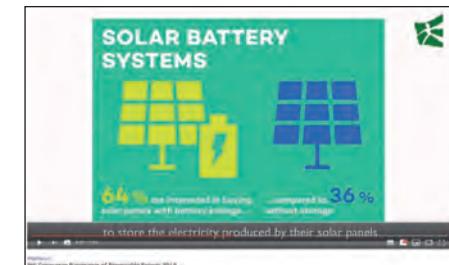
The IWÖ presents itself in a new video.

<https://www.youtube.com/embed/G6QCOuEzSyQ>



SDG Fotoausstellung an der HSG

Im Oktober 2018 illustrierte die Wanderausstellung des Fotografen Dario Lanfranconi im Foyer des Hauptgebäudes die Sustainable Development Goals (SDGs).



Consumer Barometer of Renewable Energies

Prof. Rolf Wüstenhagen and Julia Cousse present the key findings of the 8th Consumer Barometer of Renewable Energy in a video. The results of the study as well as the video was also broadcasted on the newspaper «20 Minuten» (17.06.2018)

<https://www.20min.ch/schweiz/energychallenge/paidpost/story/Elektroautos-und-Solarmodule-sind-gefragt-29917910>
<https://www.youtube.com/watch?v=0yZ5WXDERMI>



The University of St.Gallen in light of the UN Sustainable Development Goals (SDGs)

In a YouTube video, Prof.Thomas Dyllick talks about why the SDGs are relevant for a business school and how the HSG integrates them into its strategic orientation.

<https://www.youtube.com/embed/fLwE-JwKXRU>



VII DAS INSTITUT | PERSONEN



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Tätigkeit

- Assistenz Prof. Dyllick
- Erstellung des Jahresberichts
- Anlaufstelle für Bachelor- und Masterarbeiten

Dissertationsthema

Truly sustainable strategies in the food sector
(HR: Dyllick / KR: Loock)

Lehrtätigkeit

- Assistenz der Lehrveranstaltung von Prof. Dyllick auf Bachelor- und Masterstufe

Projekte

- Echte unternehmerische Nachhaltigkeit/True Business Sustainability

Vorträge:

- «Nachhaltige Wettbewerbsstrategien» Mastervorlesung Unternehmerisches Nachhaltigkeitsmanagement, St. Gallen, 15.11.2018



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Tätigkeit

- Assistenz Prof. Wüstenhagen

Dissertationsthema

Emotional Antecedents to Social Acceptance of Renewable Energy (HR: Wüstenhagen)

Projekte

- Consumer barometer of renewable energies



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Tätigkeit

- Programm Management «Model UNFCCC»
- Assistenz Prof. Wüstenhagen
- IT-Admin IWÖ-HSG

Dissertationsthema

Social Acceptance of Wind Energy (HR: Wüstenhagen)

Lehrtätigkeit

- Assistenz «CEMS Climate Change Roleplay and Simulation «Model UNFCCC»» (CEMS-Kurs; FS 2018)
- Assistenz «Sustainability and Corporate Strategy: Meeting the Energy and Climate Challenges, CEMS Block Seminar» (HSG-master level; HS 2018)

Projekte

- Establishing the Model UNFCCC – An International Climate Change Course and Simulation
- Community-Wind: Bürgerbeteiligungen an Windprojekten in der Ostschweiz

Vorträge

- «How to Sustain Social Acceptance of Wind Energy? Best Practices in Participatory Project Development», Workshop Leader at Renewable Energy Management Forum St.Gallen, St.Gallen, 01.06.2018.
- «Die Wirkung von finanziellen Beteiligungsmodellen auf die Akzeptanz von Windkraftprojekten», Presentation at Advisory Board Meeting of Suisse Eole (Swiss Wind Power Association) (in German). Vuichard, Stauch & Dällenbach. Bern, 20.09.2018
- «Finanzielle Beteiligung als Chance, die Gesamtakzeptanz von Windenergieprojekten zu erhöhen?» Lunch Presentation at Bundesamt für Energie (in German). Vuichard, Stauch & Dällenbach. Ittigen, 29.11.2018



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Tätigkeit

- Professor em. für Nachhaltigkeitsmanagement
- Direktor Executive Diploma in Advanced Sustainability

Mandate an der HSG

- Delegierter des Rektorats für Verantwortung und Nachhaltigkeit
- Leiter der Unterstützungsplattform für Vereine im Bereich Verantwortung & Nachhaltigkeit
- Mitglied Projektgruppe CO₂ Management an der HSG
- Beirat von oikos St.Gallen
- Vorsitzender des Beirats von Student Impact
- Mitglied des Beirats der SQS (Schweizerische Vereinigung für Qualitäts- und Managementsysteme), Zollikofen
- Gründungsmitglied «Community for Responsible Research in Business and Management»

Mitherausgeber/Editorial Board

Wissenschaftliche Zeitschriften

- Gaia, Ökologische Perspektiven in Natur-, Geistes und Sozialwissenschaften: ökom Verlag, München.
- UmweltWirtschaftsForum (UWF): Springer Verlag, Heidelberg.
- Zeitschrift für Umweltpolitik und Umweltrecht (ZfU): Deutscher Fachverlag, Frankfurt.
- Gastherausgeber Special Issue von «Academy of Management Discoveries» zum Thema «Sustainable Development for a Better World: Contributions of Leadership, Management and Organizations»

Vorträge

- «Nachhaltige Unternehmen und Nachhaltigkeitsmanagement», CAS Nachhaltige Entwicklung, Universität Bern, 21.03.2018
- «Was ist echte unternehmerische Nachhaltigkeit?», öbu Mitgliederversammlung, Flughafen Zürich, 06.06.2018
- «A Vision of Responsible Research in Business and Management», WU Wien, 05.07.2018

- «A Vision of Responsible Research in Business and Management», Luiss Universität, Rom, 01.201.2018
- «Nachhaltigkeitsberichterstattung in der Unternehmenskommunikation», Universität St.Gallen, Intensivstudium Kommunikation & Management, 24.10.2018



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Tätigkeit

- Leiterin EConnect der Unterstützungsplattform für Vereine im Bereich Verantwortung & Nachhaltigkeit

Projekte

- Mitglied des Vorstands des HSG Alumni Sustainability Club



Gamma (geb. Künzel) Karoline, Dr. HSG

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Tätigkeit

- Wissenschaftliche Mitarbeiterin/Post Doc Researcher on Energy Consumer Behavior
- Betreuung von Bachelor- und Masterarbeiten

Lehrtätigkeit

- Climate Change and the Psychology of Decision-Making
- Social acceptance of electric mobility innovations

Projekte

- Applying nudging techniques to promote fuel efficient car purchase
- Community Solar für St.Gallen
- Customer and Investor Acceptance of Electric Mobility
- Intra-Firm Acceptance of E-Mobility: Electrifying Corporate Fleets
- Erhöhung der Intra-Firm Akzeptanz von Elektromobilität

Vorträge

- «Feeling Green: Decision Modes promoting environmentally-friendly consumer utility choices», Panel presentation, BEHAVE Konferenz, 5.&6.10.2018



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Tätigkeit

- Administrative Assistant
- Organisation #REMforum (9th St.Gallen Forum for Management of Renewable Energies)

VII DAS INSTITUT | PERSONEN



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Tätigkeit

- Doktorandin Prof. Dyllick
- Präsidentin von Student Impact – Consulting for Sustainable Ideas

Dissertationsthema

Successful Application of Frugal Innovation in Western Companies

Projekte

- Betreuung zahlreicher Management-Consulting-Mandate nachhaltiger Start-ups und KMU



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Tätigkeit

- Sekretariat



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Tätigkeit

- Abschluss Dissertation
- Wissenschaftliche Mitarbeiterin/ Post Doc Researcher SCCER Mobility

Dissertationsthema

Decentralization dynamics of energy systems: From prosumer preferences to system-perspectives (HR: Wüstenhagen/KR: Gassmann/Drittgutachter: Ulli-Bier)

Projekte

- Customer and Investor Acceptance of Electric Mobility



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Tätigkeit

- Assistenzprofessor für Energie- und Nachhaltigkeitsmanagement

Lehrtätigkeit

- Nachhaltigkeitsmanagement und -marketing
- Praxisprojekt Nachhaltigkeitsmanagement
- Integrationsseminar: Selbststudium

Projekte

- E-Land

Mandate

- Student Impact HSG: member of the advisory board, <http://www.studentimpact.ch>
- Jury member oikos Case Writing Competition (Corporate Sustainability Track)
- External PhD Examiner at Technical University Denmark, University of Turku (Finland)
- Advisory board in family firm

Vorträge

- «Heuristics: The role of organizational problems», EGOS, Tallinn (Estonia), 05.-07.07.2018
- «How business model innovation is effective or biased», VHB, Magdeburg (Deutschland), 23.-25.05., 2018
- «Blockchain: Turning digital disruption into profitable business models», Workshop at Renewable Energy Management Forum St.Gallen (Switzerland), 01.06.2018.
- «Novel grid developments, novel digital business model», EPFL seminar with China light and power
- «Business models and business modeling in the EU H2020 project EMPOWER», Fredrikstad (Norway)

Award

«Futuricum» – HSG Impact Award

**Petrovich Beatrice, M.Sc.****Email**

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Tätigkeit

- Assistenz Prof. Wüstenhagen
- Programmleiterin St.Galler Forum für Management Erneuerbarer Energien, 2017 and 2018

Dissertationsthema

Drivers of investment decisions in residential solar energy and their implications for energy policy (HR: Wüstenhagen; KR: Denny)

Lehrtätigkeit

- Assistenz «Sustainable Finance» (HSG-MBF; HS 2018)

Projekte

- ACTIVE INTERFACES – Understanding consumer and investor preferences to overcome barriers for a large use of BIPV in the Swiss urban context
- The price of risk in residential solar PV investment
- Europeanization of Swiss energy policy

Vorträge

- «Beauty and the Budget: homeowners' motives for adopting solar panels in a post-grid parity world», 6th World Congress of Environmental and Natural Resource Economists, Gothenburg (Sweden), 25–29.06.2018
- «Residential solar PV investment: the role of beauty, budget and risk», 3rd AI-EE Energy Symposium, Milan (Italy), 10–12.12.2018

**Plananska Jana,
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Tätigkeit

- Assistenz Prof. Wüstenhagen
- Wissenschaftliche Mitarbeiterin/Doktorandin

Dissertationsthema

Nudging to support electric mobility in Switzerland (HR: Wüstenhagen)

Lehrtätigkeit

- Assistenz «Climate Change and the Psychology of Decision-Making» (Kontextstudium Masterstufe; FS 2018)
- Assistenz «Energy Governance and Management» (Unabhängiger Wahlbereich Masterstufe; HS 2018)
- Assistenz «Sustainable Management and SDGs» (CEMS, Masterstufe; HS 2018)
- Workshop «Solutions for Sustainable Mobility in St.Gallen» (HSG Kick-Off Days, HS 2018)

Projekte

- Applying nudging techniques to promote fuel efficient car purchases (Finanzierung: BFE; Kooperation mit Universität Genf)

Vorträge

- «Applying nudging techniques to promote fuel-efficient car purchases – State of the field analysis», Poster, SCCER Mobility Annual Conference, 11.09.2018

- «Applying nudging techniques to promote fuel-efficient car purchases – State of the field analysis», Poster, SCCER CREST Annual Conference, 12.09.2018
- «Tailoring Climate Change Communication to Female Target Groups – An Experimental Analysis of Voting and Consumer Behaviour in Switzerland», Panel presentation, BEHAVE Konferenz, 05.10.2018
- «From Communication to Action – How to communicate to motivate women to act pro-environmentally», Poster, BECC Conference, 07.10.2018

**Reuter Emmanuelle, Ph.D.****Email**

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Lehrtätigkeit

- Sustainability and Corporate Strategy: Meeting the Energy and Climate Challenges, CEMS Block Seminar
- Climate Change and the Psychology of Decision-Making
- Social acceptance of electric mobility innovations
- Strategisches Management: Selbststudium, verschiedene Gruppen

Projekte

- SCCER Mobility – Customer and Investor Acceptance of Electric Mobility

VII DAS INSTITUT | PERSONEN



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Tätigkeit

- Assistenz Prof. Wüstenhagen
- Begleitung von Abschlussarbeiten
- Co-Programmleiter St.Galler Forum für Management Erneuerbarer Energien, 2018
- Visiting Researcher Jan.-Sept. 2018, Princeton University (USA)

Mandate

- Ad-hoc Reviewer für Energy Research and Social Science, European Journal of Public Policy, Policy Sciences, Public Opinion Quarterly

Vorträge

- «Energiepolitik im Zeitalter des Postfaktischen: Die Auswirkungen von Mythen, Propaganda und Fake News», Vortrag im Rahmen der Reihe des Kolloquiums des Instituts für Fluid- und Thermodynamik der Universität Siegen und des VDI-Bezirksverein Siegen, Arbeitskreis Energie- und Umwelttechnik, 29.11.2018

Lehrtätigkeit

- «Die Energiewende im Spannungsfeld von Klimapolitik, Lobbyismus, gesellschaftlicher Akzeptanz und physikalischen Gesetzmäßigkeiten», Seminar an der Universität Konstanz (Deutschland) im Wintersemester 2018/19

Award

SEAL (Sustainability, Environmental Achievement & Leadership) Award for research on phasing out unsustainable energy technologies



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Tätigkeit

- Doktorandin und Assistenz Prof. Wüstenhagen

Dissertationsthema

Social acceptance of wind energy (HR: Wüstenhagen)

Lehrtätigkeit

- Assistenz «Clean Energy Marketing» (HSG-master level; HS 2018)



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Tätigkeit

- Assistenz Prof. Dyllick
- Betreuung Internetauftritt
- Social Media
- Anlaufstelle für Bachelor- und Masterarbeiten

Dissertationsthema

Truly Sustainable Business Models for Sustainable Production and Consumption (HR: Dyllick / KR: Frankenberger)

Lehrtätigkeit

- Assistenz der Lehrveranstaltungen von Prof. Dyllick auf Bachelor- und Masterstufe

Projekte

- Echte unternehmerische Nachhaltigkeit/True Business Sustainability

Vorträge

- «Strategische Nachhaltigkeitsinnovation» Mastervorlesung Unternehmerisches Nachhaltigkeitsmanagement, St.Gallen, 22.11.2018



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Tätigkeit

- Doktorand und Assistent von Prof. Dr. Wüstenhagen
- IT-Admin IWÖ-HSG

Dissertationsthema

Marketing for Renewable Community Energy: Offerdesign, Segmentbased Communication Strategies and Bundling Opportunities for Mobility

Lehrtätigkeit

- Assistenz «Overcoming Energy Path Dependence» (HSG-master level; HS 2018)

Projekte

- Produkt Innovation: Community Solar für St.Gallen (in Zusammenarbeit mit den Stadtwerken St.Gallen)
- ACTIVE INTERFACES – Understanding consumer and investor preferences to overcome barriers for a large use of BIPV in the Swiss urban context
- Consumer (Co-) Ownership in Renewables in Switzerland. Book chapter in «Energy Transition – Financing Consumer Co-Ownership in Renewables».
- Community-Wind: Bürgerbeteiligungen an Windprojekten in der Schweiz

Vorträge

- «Community Solar as Business Opportunity for Municipalities and Utilities: Offer-Design and Communication Strategies Based on Local Conditions», Workshop Leader at Renewable Energy Management Forum St.Gallen, Switzerland, 01.06.2018.
- «Financial participation as an opportunity to increase the overall acceptance of wind energy projects?» 3rd international community wind symposium, Bonn, Germany, 06.09.2018
- Talking Cash or Talking Environment? Targetgroup specific communication of community solar offerings. Behavior, Energy and Climate Change Conference (BECC) 2018, Washington DC, USA, 07.-10.10. 2018.
- «Die Wirkung von finanziellen Beteiligungsmodellen auf die Akzeptanz von Windkraftprojekten». Advisory Board Meeting of Suisse Eole (Swiss Wind Power Association) (in German). Vuichard, Stauch & Dällenbach. Bern, 20.09.2018

- «Finanzielle Beteiligung als Chance, die Gesamtakzeptanz von Windenergieprojekten zu erhöhen?» Lunch Presentation at Bundesamt für Energie (in German). Vuichard, Stauch & Dällenbach. Ittigen, 29.11.2018



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Tätigkeit

- Assistenz Prof. Dyllick für die Themen Verantwortung & Nachhaltigkeit



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Tätigkeit

- Programmleiter Weiterbildungsprogramm REM-HSG
- Assistenz Prof. Wüstenhagen

Dissertationsthema

Social Acceptance of Renewable Energy and E-Mobility (HR: Wüstenhagen)

Lehrtätigkeit

- Assistenz «CEMS Climate Change Roleplay and Simulation "Model UNFCCC"» (CEMS-Kurs; FS 2018)

Projekte

- Consumer (Co-) Ownership in Renewables in Switzerland. Book chapter in «Energy Transition – Financing Consumer Co-Ownership in Renewables».
- Community-Wind: Bürgerbeteiligungen an Windprojekten in der Schweiz
- Intra-Firm Acceptance of E-Mobility: Electrifying Corporate Fleets – Scaling Up Low-Carbon Transport in a B2B Context
- Erhöhung der Intra-Firm Akzeptanz von Elektromobilität in der Stadt St.Gallen

Vorträge

- «Negotiation Skills», University of St.Gallen: CEMS Climate Change Roleplay and Simulation «Model UNFCCC», 04.05.2018
- «Financial participation as an opportunity to increase the overall acceptance of wind energy projects?», 3rd international community wind symposium, Bonn, Germany, 06.09.2018
- «Die Wirkung von finanziellen Beteiligungsmodellen auf die Akzeptanz von Windkraftprojekten», Advisory Board Meeting of Suisse Eole (Swiss Wind Power Association) (in German). Vuichard, Stauch & Dällenbach. Bern, 20.09.2018
- «Finanzielle Beteiligung als Chance, die Gesamtakzeptanz von Windenergieprojekten zu erhöhen?», Lunch Presentation at Bundesamt für Energie (in German). Vuichard, Stauch & Dällenbach. Ittigen, 29.11.2018

VII DAS INSTITUT | PERSONEN



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Tätigkeit

- Director, Institute for Economy and the Environment (IWÖ-HSG)
- Full Professor for Management of Renewable Energies
- Academic Director, Certificate of Advanced Studies (CAS) Programme in Renewable Energy Management (REM-HSG), since 2010
- Head, Center for Energy Innovation, Governance and Investment (EGI-HSG), University of St.Gallen, since 2014

Mandate

- Member, Programme Committee, PhD Programme in International Affairs and Political Economy (DIA), University of St.Gallen (since 2015).
- Co-Lead, Focus Area «Responsibility», Contextual Studies Programme, University of St. Gallen (since 2017)
- Member, Working Group Diversity, School of Management, University of St. Gallen (since 2018)
- Member, Appointment Committee, Professorship of Sustainability Management, University of St. Gallen (2017–2018)
- External PhD Examiner at ETH Zurich, University of Geneva, TU Berlin
- External Evaluator for Tenure Processes at two European universities
- Member of the Jury, #REMHS Photo Contest
- Co-Autor, Programmsynthese, Nationale Forschungs-

programme NFP70 und NFP71, Schweizerischer Nationalfonds.

Lehrtätigkeit

- CEMS Master of International Management
- Coordinator CEMS Model UNFCCC
- Master of Marketing, Services and Communication Management (MSC-HSG)
- Master of International Affairs and Governance (MIA-HSG)
- Master of Banking and Finance (MBF-HSG)
- Contextual Studies Programme (KX-HSG)

Vorträge

- «Entwicklung dezentraler Energien: Die Rolle von Risiko, Investorendiversität und Geschäftsmodellen», Workshop BFE/SCCER CREST, Bern, 15.03.2018.
- «Financement de la stratégie énergétique: Le rôle du "Soft Cost"», AEE Jahrestagung, Spreitenbach, 20.03.2018.
- «Von 20:80 zu 80:20 – auf dem Weg in ein erneuerbares Energiesystem», Energieautonomiekonferenz Vorarlberg, Lustenau, 30.05.2018.
- «#DisruptiveDecentralization – Introduction to the Conference Theme», St.Galler Forum für Management erneuerbarer Energien, 01.06.2018.
- «Finanzierung erneuerbarer Energien: Alte Investoren, neue Investoren und der Preis des Risikos», Parlamentarieranlass, Bern, 13.06.2018.
- «Catching the next wave in energy & sustainability», Corporate Culture and Responsibility Committee, UBS, Zürich, 19.07.2018.
- «Energiestrategie 2050: Teurer Spass oder sinnvolle Investition in die Zukunft?», Jahrestagung Hightech Zentrum Aargau, Brugg, 08.11.2018.

■ «Erfolgreich wirtschaften in einer 2-Grad-Welt», Treffpunkt Bern: zukünftige Klimapolitik der Schweiz, Alumnianlass der Studienstiftung, Bern, 22.11.2018.

■ «Einflussfaktoren der sozialen Akzeptanz von Windenergie: Forschungsergebnisse der Universität St. Gallen», Parlamentarierfrühstück, St.Gallen, 27.11.2018.

Videos

- «#REMforum 2018 Trailer: Disruptive Decentralization? Energy Markets at a Crossroads»
<https://youtu.be/7ZWnU5OewrE>
- «8th Consumer Barometer of Renewable Energy 2018»
<https://youtu.be/0yZ5WXDERMI>

VIII DAS INSTITUT | PUBLIKATIONEN

GASTPROFESSOREN



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Heimatuniversität

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Lehrtätigkeit

Renewable Energy Startup Boot Camp (HS18)

- Chatelain Gille, Hille Stefanie Lena, Sander David, Patel Martin, Joachim Ulf, Hahnel Jonas & Brosch Tobias (2018). Feel good, stay green: Positive affect promotes pro-environmental behaviors and mitigates compensatory «mental bookkeeping» effects. *Journal of Environmental Psychology*, Vol. 56, April 2018, 3–11.
- Dylllick Thomas (2018). Was ist echte unternehmerische Nachhaltigkeit? *Stiftung Freiheit & Verantwortung*, Schrift Nr. 21, Mitgliederbrief Nr. 259, Mai 2018, 14–22.
- Gamma Karoline, Mai Robert & Loock Moritz (2018). The double-edged sword of ethical nudges: Does inducing hypocrisy help or hinder the adoption of pro-environmental behaviors. *Journal of business ethics* : JOBE, ISSN 0167-4544.
- Hille Stefanie Lena, Geiger Christian, Loock Moritz & Peloza John (2018). Best in Class or Simply the Best? The Impact of Absolute Versus Relative Ecolabeling Approaches. *Journal of Public Policy & Marketing*, Vol. 37 (No. 1). 5–22.
- Kubli Merla, Loock Moritz & Wüstenhagen Rolf (2018). The flexible prosumer: Measuring the willingness to co-create distributed flexibility. *Energy Policy*, 114, 540–548.
- Kubli Merla (2018). Squaring the sunny circle? On balancing distributive justice of power grid costs and incentives for solar prosumers. *Energy Policy*, 114, 173–188.
- Loock Moritz (2018). Heuristics: The role of organizational problems. 34th EGOS Colloquium. Tallinn, Estonia.
- Mahmoodi Jasmin, Prasanna Ashreeta, Hille Stefanie, Patel Martin K. & Broscha Tobias (2018). Combining «carrot and stick» to incentivize sustainability in households. *Energy Policy*, Vol. 123, December 2018, 31–40.
- Muff Katrin, Kapalka Agnieszka & Dylllick Thomas (2018). Moving the world into a safe space – The GAPFRAME methodology. *The International Journal of Management Education*, Vol. 16, 2018, 349–369.
- Rinscheid Adrian & Wüstenhagen Rolf (2018). «Divesting, Fast and Slow: Affective and Cognitive Drivers of Fading Voter Support for a Nuclear Phase-Out.» *Ecological Economics* 152:51–61.
- Rinscheid Adrian (2018). «Soziale Akzeptanz eines Kohleausstiegs in Deutschland und in den Kohlerevier: Ergebnisse einer Umfrage und Conjoint-Analyse». Hamburg: Greenpeace e.V.





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