

**Institute for Market-Oriented Management
(University of Mannheim)
Sixth Dissertation Award
IMU Research for Practice Award 2018**

The Institute for Market-Oriented Management at the University of Mannheim (Germany) is a **forum for dialogue between scientific theory and practice**. The institute's research intends to generate scientific results which are significant for market-oriented management. The Academic Directors of the institute are Prof. Dr. Dr. h.c. mult. Christian Homburg and Prof. Dr. Sabine Kuester.

In 2018, the institute will tender its sixth dissertation award for **scientifically and methodically excellent marketing, sales, and market-oriented management dissertations** which derive **highly relevant managerial implications**. The prize is sponsored by a rotating company donor from the institute's member circle. The sponsor of the 2018 prize is **Thilo Brodtmann representing the Mechanical Engineering Industry Association, VDMA**, with more than 3,200 mostly medium-sized companies in the capital goods industry. It is Europe's largest industry association.

Together with the company donor, the Board of the institute will select the winning dissertation. The award is endowed with **2,000 Euros** in prize money.

Application procedure and requirements:

- The dissertation should be related to a **marketing, sales, or market-oriented management** topic.
- The dissertation should have been **completed between May 2016 and September 2017 in Europe**. Dissertations from the University of Mannheim are not eligible for this award.
- The dissertation must be written in **German or English**.
- The winner is expected to present the dissertation findings and managerial implications (15 minutes including discussion) to the attendees of the **Institute's Spring Conference on March 22nd, 2018**.
- Application documents:
 - Short cover letter + CV
 - Dissertation in short version (up to 5 pages) **including an overview over managerial implications**
 - Complete dissertation, and if available dissertation evaluation
- Please submit the documents **electronically via email** to award@mail.uni-mannheim.de.
- Closing date for application is **October 31st, 2017**.

For further information, please contact

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