

Academic Society for Marketing and Business Leadership – In Brief



Character

Incorporated on February 6th, 1981 in Germany as a non-profit association, the "Wissenschaftliche Gesellschaft für Marketing und Unternehmensführung" (Academic Society for Marketing and Business Leadership) was founded by a group of renowned entrepreneurs, top executives and leading academics. The aim of the founders was to promote and intensify the contact and exchange of experiences between academia and practice in the field of marketing and business leadership. Guided by these principles until the present day, the Academic Society conducts and supports research projects on relevant and current business issues, disseminating its findings widely.

Today the Society can look back on a large number of workshops, discussions and more than 200 academic publications. It consists of top executives from 40 companies as well as leading German marketing scholars. Twenty retired executives continue their association with the Society through the "Circle of Former Members" enriching regular events with their superior experience and knowledge.

Goals and Purpose

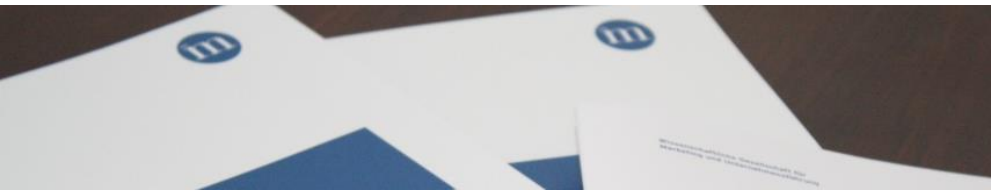
The goals of the association are:

- Initiation, professional support and financing of research projects in the field of marketing and management science.
- Utilization of current published research to master relevant challenges in practice.
- Organisation of academic conferences and workshops.
- Deepening the exchange with national and international research institutions with similar aims.

These goals are realised in close collaboration with HHL – Leipzig Graduate School of Management and the Marketing Centrum Münster at the Westfälische Wilhelms-Universität Münster.

Current Activities

- Biannual **leadership talks** for society members: Dialogue between experts from marketing practice and academia on current issues in the fields of marketing and business leadership (e.g. "Creativity as a Value-Creating Factor" or "Positioning Strategies for the Middle")
- Regular **workshops** on current issues in marketing and business leadership for the interested public, practitioners from middle and upper management and marketing academics (e.g. "Negotiation in Sales and Distribution" or "Multi Channel Management – Sales Boost or Efficiency Trap?")
- Publication of a **working paper series** with more than 200 issues
- Financial and conceptual **support of research projects** at HHL – Leipzig Graduate School of Management and Westfälische Wilhelms-Universität Münster



Organizational Structure

Executive Board:

- Gerhard Berssenbrügge (Chairman)
- Dr. Henning Kreke (Deputy Chairman)
- Prof. Dr. Dr. h. c. Klaus Backhaus
- Prof. Dr. Manfred Kirchgeorg
- Dr. Winfried Wortmann

Honorary Chairmen:

- Prof. Dr. Dr. h. c. mult. Heribert Meffert
- Dr. Dr. h. c. Guido Sandler

The contributions of all members of the Academic Society are voluntary. Daily administration rests with a managing body chosen by the Executive Board.

Contact

Wissenschaftliche Gesellschaft für
Marketing und Unternehmensführung e.V.
Jahnallee 59
04109 Leipzig
Germany

T: +49(0)341 - 9851790

F: +49(0)341 - 9851793

info@wissenschaftliche-gesellschaft.de