



HHL Announces the Heribert Meffert Awards for the Best Master Theses on the Topic Trust

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In 2012, the Center for Advanced Studies in Management (CASiM) in Founding at HHL - Leipzig Graduate School of Management awards the Heribert Meffert Awards for Master Theses for the first time. These awards will honor three graduates from German or international universities that have written excellent master theses in the areas "Trust and the Theory of the Firm?", "Trust and Markets?" or "Trust in Innovation?", respectively.

The Heribert Meffert Awards in these three categories are each endowed with a monetary award of 1000 Euros, and the awards will be handed out at the CASiM Conference "The Role of Trust in Business Economics?" on June 28, 2012, in Leipzig. The three areas "Trust and the Theory of the Firm?", "Trust and Markets?" and "Trust in Innovation?" are the topics of this year's CASiM Conference. The three winners of the awards will be invited to attend the conference, and travel and accommodation support of up to 650 Euros will be available for each winner of an award.

The awards are closely connected with the first academic Dean of HHL after its reestablishment in private sponsorship in 1992, Professor Dr. Dr. h.c. mult. Heribert Meffert, who is also a board member of CASiM. The Heribert Meffert Awards will be awarded on an annual basis for master theses that develop novel research ideas with a strong theoretical foundation on the topics of the annual CASiM Conference. The master theses can be written in German or English.

Applications for the awards can be submitted until May 01, 2012. For further information on the Heribert Meffert Awards for Master Theses and the CASiM Conference, please see the conference webpage <http://www.hhl.de/casim-conference-2012> (there is a link on the right to the announcement of the awards).

Center for Advanced Studies in Management (CASiM) in Founding

CASiM is an interdisciplinary international research center at HHL - Leipzig Graduate School of Management, focusing on "business administration for the 21st century?". Within the three main topics of CASiM, "The Role of Trust in Firms and in the Economy?", "Change Management in Firms and the Economy?" and "Urban Dynamics and Locational Competition?", the combined knowledge from the different subdisciplines of business administration and economics will be applied. CASiM also aims for an interdisciplinary perspective and actively seeks the discourse and collaboration with researchers from other academic disciplines.

Thematically and through its board, CASiM is closely interlinked with the main research areas at HHL. The Board of CASiM has the following members: Prof. Dr. Dr. h.c. mult. Horst Albach (Emeritus Professor at the School of Business and Economics at the Humboldt-Universität zu Berlin), Prof. Dr. Dr. h.c. mult. Heribert Meffert (Emeritus Professor and Emeritus Director of the Marketing Center Münster at the Westfälische Wilhelms-Universität Münster), Prof. Dr. Andreas Pinkwart (Dean and Holder of the Stiftungsfonds Deutsche Bank Chair of Innovation Management and Entrepreneurship at HHL - Leipzig Graduate School of Management), Prof. Dr. Prof. h.c. Dr. h.c. Ralf Reichwald (Emeritus Professor at the Technische Universität München, Academic Director of the research center CLIC at HHL - Leipzig Graduate School of Management). In Autumn 2012 the first Ph.D. students will begin at the CASiM Graduate School, and CASiM will start its activities with the CASiM Conference "The Role of Trust in Business Economics?" on June 28, 2012. <http://www.hhl.de/casim-conference-2012>

HHL - Leipzig Graduate School of Management

HHL is a university-level institution and ranks amongst the leading international business schools. The goal of the most traditional business school in German-speaking Europe is to educate effective, responsible and entrepreneurially minded leaders. In addition to HHL's international focus the combination of theory and practice plays a key role. HHL stands out for its excellent teaching, its clear research focus, its effective knowledge transfer into practice as well as its outstanding student services. <http://www.hhl.de>

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Handelshochschule Leipzig (HHL)

Die HHL ist eine universitäre Einrichtung und zählt zu den führenden internationalen Business Schools. Ziel der ältesten betriebswirtschaftlichen Hochschule im deutschsprachigen Raum ist die Ausbildung leistungsfähiger, verantwortungsbewusster und unternehmerisch denkender Führungspersönlichkeiten. Neben der internationalen Ausrichtung spielt die Verknüpfung von Theorie und Praxis eine herausragende Rolle. Die HHL zeichnet sich aus durch exzellente Lehre, klare Forschungsorientierung und praxisnahen Transfer sowie hervorragenden Service für ihre Studierenden. www.hhl.de

Anlage: Bild

