



Friede Springer: "The Investment in Scientific Excellence at HHL Pays off"

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As part of its investment in scientific excellence, the Friede Springer Foundation supports two female doctoral candidates at the Graduate School of the Center for Advanced Studies in Management (CASiM) of HHL Leipzig Graduate School of Management. During her visit to the first business school established in Germany, Friede Springer met the two research associates, Fundiswa Ndaba, 29, and Linh Nguyen, 26. While Vietnamese Nguyen researches trust asymmetries within international strategic alliances, focusing particularly on those between Germany and Asia, South African Ndaba examines the change management of companies in her native land since the democracy movement started in 1994. After her conversations with the two scholars, Friede Springer said: "I am amazed by the activities at the CASiM research center at HHL, dealing with the fundamental issues such as trust in business or change management. The investment in scientific excellence at HHL pays off."

Center for Advanced Studies in Management (CASiM)

CASiM is an inter-divisional research center for business administration of the 21st century at HHL Leipzig Graduate School of Management. Within the four main topics of CASiM, "The Role of Trust in Firms and with its Stakeholders?*", "Change Management in Firms and Markets?*", "Health Care Economics and Management of Health Care Institutions?*" and "Urban Dynamics: Cities and Firms in Global Competition?*", the combined knowledge from the different sub-disciplines of business administration will be applied.

Both in terms of its research topics as well as through its personnel, CASiM is closely interlinked with HHL's key research themes. The members of the Executive Board of the center include the influential and internationally renowned researchers from German business administration Professor Horst Albach (Professor Emeritus of the School of Business and Economics at the Humboldt University Berlin, and Honorary Professor at HHL), Professor Heribert Meffert (Professor Emeritus and Director Emeritus of the Marketing Center Münster at the University of Münster, and Honorary Professor at HHL), Professor Andreas Pinkwart (Dean and Chairholder of the Stiftungsfonds Deutsche Bank Chair of Innovation Management and Entrepreneurship at HHL), and Professor Ralf Reichwald (Professor Emeritus of the Technische Universität München, and Academic Director of the Research Center CLIC at HHL). A graduate school is part of the CASiM research center. The conference "The Role of Trust in Business Economics" on June 28, 2012, was the official start of the CASiM activities. The "Change Management" conference will take place on July 4, 2013. <http://www.hhl.de/casim>

HHL Leipzig Graduate School of Management

HHL is a university-level institution and ranks amongst the leading international business schools. The goal of the oldest 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 research, teaching, knowledge transfer into practice as well as its outstanding student services. <http://www.hhl.de>

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HHL Leipzig Graduate School of Management

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

