

# Preferred Partnership Network

Univ.-Prof. Dr. Dr. Ruth Stock-Homburg  
Technical University Darmstadt

# Agenda

- » What are we interested in?
- » Who are we?
- » What are our core competencies?
- » What do we offer within the cooperation?
- » How can you prepare for the future?



# WHAT ARE WE INTERESTED IN?

# Our Interests



## Shaping the future of work together with the Preferred Partnership Network

- » As a future-oriented chair we want to be prepared for the future. In doing so, we attach great importance to innovative research. Within the Preferred Partnership Network, we would like to pursue this goal together with companies by dedicating ourselves to research into the future of the working world. In doing so, we derive research questions together with our partner companies so that they are tailored to the company. Our research interests cover a broad spectrum:
  - How should the future of the working world be shaped for your company?
  - How can digitalization be realized in your company?
  - Is the use of robots worthwhile in your company?
  - How can the use of robots be realized in your company?
  - What does Data Privacy by Design mean for your company?
  - How can the work-life balance of your employees be improved?
  - ...
- » And what are you interested in?



# WHO ARE WE?

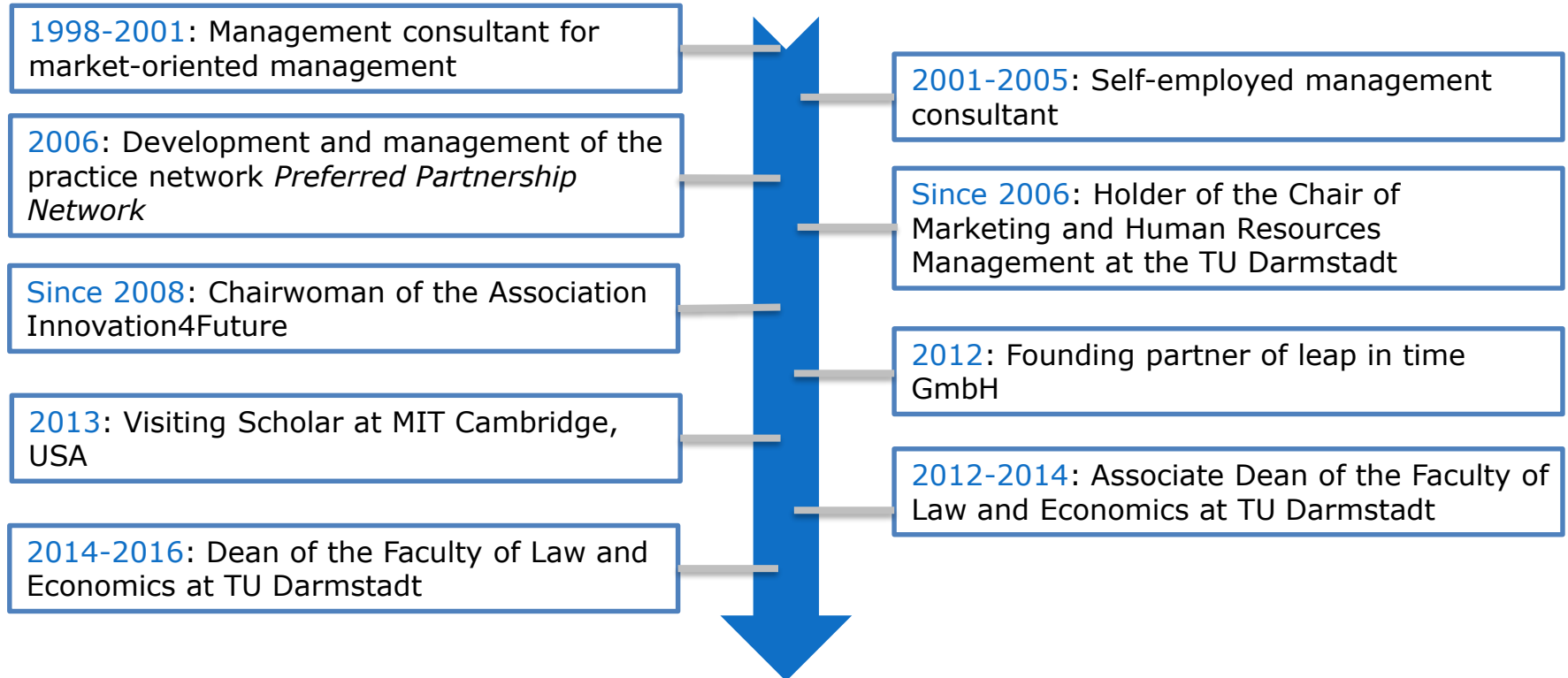
# Prof. Dr. Dr. Ruth Stock-Homburg



- » **Degrees** in business administration and psychology
- » **Dissertations** on the relationship between employee and customer satisfaction and human-robot interaction
- » **Habilitation** on success factors of interorganizational teams
- » **Multiple awards** for research work in the USA
- » **2020: Top 50** in *Wirtschaftswoche* regarding research productivity



# Prof. Dr. Dr. Ruth Stock-Homburg



# Diversity is our strength



**Martin Hannig**  
Economist



**Vignesh Prasad**  
Computer Scientist



**Lea Heitlinger**  
Psychologist



**Sven Schultze**  
Computer Scientist



**Mona Kegel**  
Psychologist



**Katharina Staab**  
Psychologist



**Meike Kietzmann**  
Economist



**Franziska Wolf**  
Mathematician



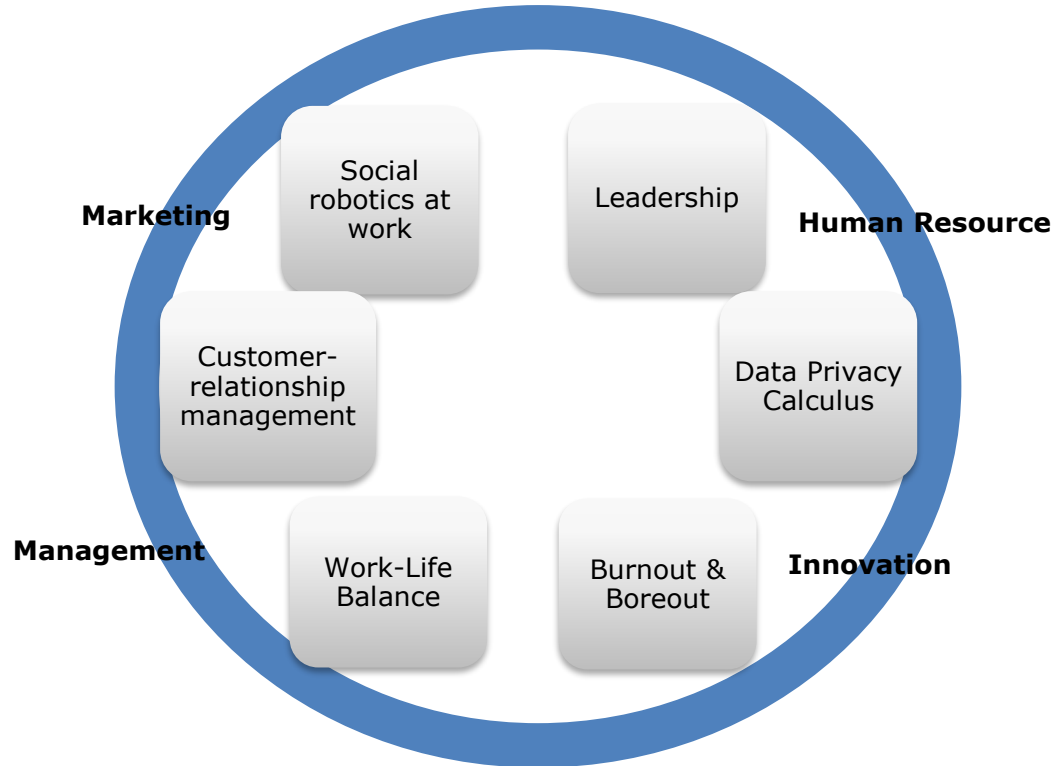
**Merlind Knof**  
Economist





# WHAT ARE OUR CORE COMPETENCIES?

# In Research



# In Teaching



## Our courses

- » Marketing
- » Innovation and marketing management
- » Customer-relationship management
- » Personnel management
- » Leadership
- » Future of the work

## What makes our courses special

- » High practical relevance through integration of practical examples and case studies
- » Involvement of guest speakers from business practice
- » Timeliness by pointing out practice-relevant developments
- » Innovative learning environment in the leap in time Lab





# **WHAT DO WE OFFER AS PART OF THE COOPERATION?**

# Our Offer– Preferred Partnership Network



- » Based on the interlocking between our research and your practice, we would like to prepare your company for the future together with you.
- » How can we realize this?
  1. Joint conceptualization of a research topic
  2. Common objective
  3. Joint implementation within the framework of
    - Research Projects
    - Case Studies
    - Publications
    - Seminars
    - Theses
    - Guest lectures
    - Conferences



Support of research and teaching



Interface between research and practice



Exchange platforms for companies



ARE YOU INTERESTED?

# HOW CAN YOU PREPARE FOR THE FUTURE?

# Become part of our exclusive network!



# How to reach us!

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