



Munich Business School
university of applied sciences

IMPACT REPORT 2024





Jörg Schwitalla
President
Munich Business School

Dr. Christine Menges
Chancellor
Munich Business School

Prof. Dr. Stefan Baldi
Dean
Munich Business School

TOGETHER, WE CREATE IMPACT.

This year, we emphasize collaboration and shared agency, rooted in the MBS ecosystem. Last year, it was all about the people. Now, we focus on our community. We want to share inspiring stories of what we have done to improve our community or how members of our community have created impact themselves.

We also use this year's report to highlight the interconnections between the different dimensions of our impact model, by putting Research and Education at the center. It's the "how" to our "what", our narrative glue. So for each story across each of the dimensions of our model, we will showcase how research and education have helped us drive, share and scale impact.

We hope you enjoy our compilation of 2024. And we want to thank you, our community, for making this all happen.

MBS IMPACT⁺

TOWARDS A **REGENERATIVE BUSINESS SCHOOL.**
FROM NET ZERO TO NET POSITIVE.

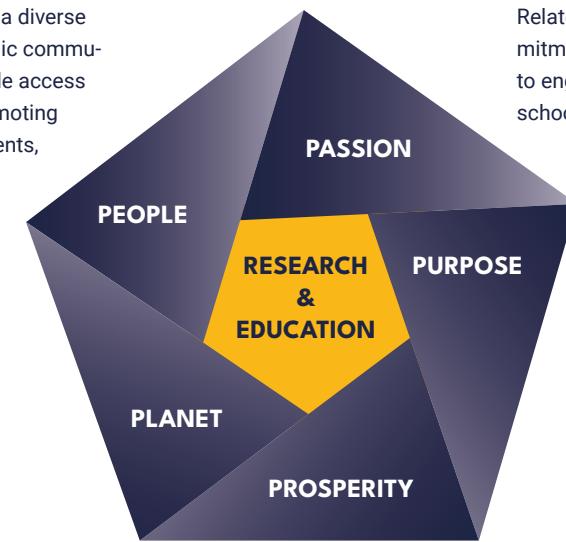
Restoring environments and
communities and creating regeneration
(e. g. virtuous cycles).

"Improves well-being for everyone it impacts and
at all scales – every product, every operation,
every region and country, and for every stakeholder,
including employees, suppliers, communities,
customers, and even future generations and the
planet itself." (Polman & Winston, 2021)

Our claim.
From eliminating negative effects
to creating positive outcomes.

RESEARCH & EDUCATION

As a higher education institution, we bring
our mission to life by integrating all our
impact-driven endeavors into our very fabric –
research and teaching.



PEOPLE

Focuses on fostering a diverse
and inclusive academic community,
ensuring equitable access
to education and promoting
the wellbeing of students,
faculty, and staff.

PLANET

Emphasizes environmental sus-
tainability, minimizing negative
impact on natural ecosystems
and promoting ecological health.

PASSION

Relates to enthusiasm and com-
mitment, inspiring stakeholders
to engage deeply with the
school's goals and values.

PURPOSE

Centers on having a meaningful
mission or vision that guides the
school's actions and decisions
beyond profit.



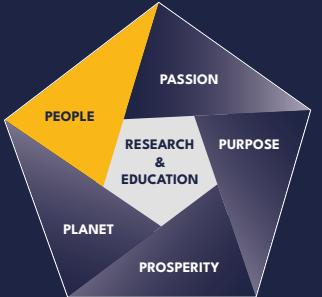
PEOPLE



curricular

SOCIAL SERVICE

Building an integral part of our education approach, our Bachelor's students each year develop and implement social service projects designed to support a charitable project in cooperation with an organization. Last year, among the many inspiring activities initiated by our students, one group has particularly stood out: Viktoria Karner, Katrin Engemann, Felix Fehn, Emilio Varisco, Thomas Boeckle and Tim Wagner cooperated with Hauner Children's Hospital, putting on a great show for the kids by having the Munich Fire Brigade, the Moosach Fire Brigade and the police show up and hand out gift bags, putting on smiles on many childrens' faces!



111

Bachelor's students participated in social service projects in 2024

22

social service projects were realized as part of the Bachelor's program curriculum

5,600+

EUR donations were collected by our students as part of this curricular initiative



Munich Business School
university of applied sciences

CIVIC ENGAGEMENT
TIERSCHUTZVEREIN DACHAU E.V.

THE SOCIAL PROBLEM
The Dachau Animal Welfare Association (Tierschutzzverein Dachau e.V.) is committed to addressing the challenges faced by animals in our society. Many animals end up in shelters or are homeless due to a lack of public awareness, uncontrolled breeding, or owners who feel overwhelmed. The association aims to raise awareness and provide support to these animals at the earliest opportunity.

THE SOLUTION
The Dachau Animal Welfare Association provides temporary shelter, daily care, and necessary medical treatment for animals. They also offer adoption services and rehoming after. In addition to offering refuge, the association actively promotes responsible pet ownership through events, workshops, and educational programs. They believe that every animal deserves a safe and secure environment, and they work to find a permanent home for every animal, giving them the chance to live in a safe, caring environment, where they can thrive.

VOLUNTEERING ROLE
As a volunteer, I supported various tasks across different areas of the shelter. This included preparing food, washing and cleaning duties, such as preparing clean blankets, towels, and toys, and ensuring food bowls were properly washed. In the dog enclosure, I helped with the daily care of the dogs, including monitoring their behavior and providing comfort when needed. I also assisted in maintaining the outdoor enclosure spaces and enjoyed handing out treats to the dogs. At the cat house, I helped with the daily care of the cats, including feeding them, cleaning their litter boxes, and providing comfort when needed. I also assisted in caring for and feeding small animals like turtles, hedgehogs, birds, rabbits, and more.

PERSONAL EXPERIENCE
Before starting my volunteer role, I had expected to spend most of my time washing and cleaning. However, I quickly realized the significant organizational efforts required to run an animal shelter. The work turned out to be physically demanding, but it gave me a deeper understanding of the complexity and variety of tasks involved in animal welfare. One particularly memorable moment was when I was asked to help with a dog that had been abandoned. The dog was very scared and had difficulty trusting me. This experience showed me the importance of patience and empathy when working with animals. It made me realize how valuable social responsibility is.

Civic Engagement Project 2024, Hoai Nam Co, Bachelor International Business

curricular

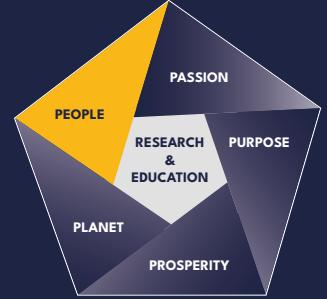
CIVIC ENGAGEMENT

In addition to our students working together on social service projects, we also encourage them to take on individual responsibility for others, through volunteer work in non-profit organizations. As part of the course Civic Engagement, they gain insights into often unfamiliar worlds, which not only open up new perspectives on unknown social problems, but also create a deeper awareness of one's own position in society. Together, we discuss their experiences and what impact means to them, which problems are truly urgent and whether there are more effective strategies to solving these.



"I wanted to give something back to the animals as they are often dependent on our help and cannot speak for themselves. Through this experience, I realised how valuable social responsibility is."

Hoai Nam Co
Winner of the
Civic Engagement
poster competition 2024



81

Bachelor's students participated in the "Civic Engagement" course in 2024

1,620

hours of community service were provided by our students to various non-profit organizations



extra-curricular

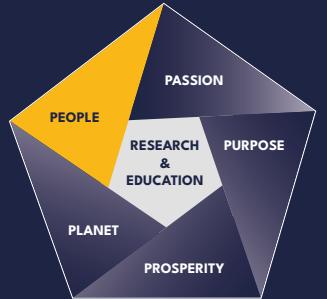
MENTORING

We believe in "giving back" to our community and an integral part of this approach is our mentoring program where current students can apply to be mentored by former students. It is our way of building a community that pays it forward, sharing insights and learnings from their own personal journey to support the next generation in their path towards a meaningful life.



25

mentor-mentee pairs were created, with each a current student matched to one of our MBS alumni who sponsored their time and experience in support of our current cohorts





faculty-led

WORKPLACE WELLBEING

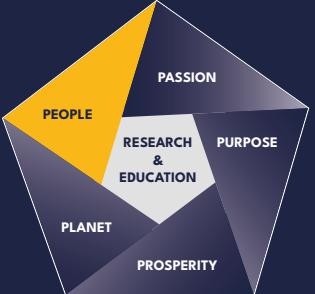
Well-being at work is a crucial issue on corporate and political agendas around the world. It has recently become even more important due to the pandemic and its impact on our work. In the ERASMUS-funded research project STAY OK, MBS interim professor Giulia Parola addresses this challenge together with EXEO Lab, the Maltese-Italian Chamber of Commerce (MICC), Gestión Estratégica e Innovación, Brainplus GmbH and We Are Entrepreneurs, focusing in particular on small companies active in the professional and consulting services sector, increasing their attractiveness in the labor market and helping to curb the trend of great resignation.



Project partners of MBS:



Supported by:



250,000

EUR total funding from the European Union

246

people reached through the Stay OK training curriculum developed for small business leaders



faculty-led

EMPOWERING SURVIVORS

The ERASMUS-funded project EASE equips survivors of domestic violence with entrepreneurial skills, enabling them to reclaim their professional and personal lives. In cooperation with IPAG Business School, the Bulgarian Gender Research Foundation, Led by Her, University of New York in Prague and Think Young, MBS professors Patricia Kraft and Barbara Scheck have co-created a training program designed to facilitate the adoption of an entrepreneurial identity as well as a methodology to ensure cultural sensitivity by enhancing visibility, strengthening collaborations, and scaling the program across Europe.



Project partners of MBS:



ThinkYoung



Supported by:

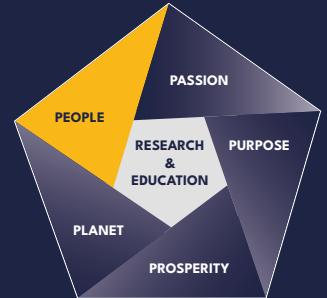


380,000

EUR total funding from the European Union

185 +

training hours have been provided to 43 women as part of 3 entrepreneurial training programs developed in this project





Anne Kolbet
Alumna Master
International Business

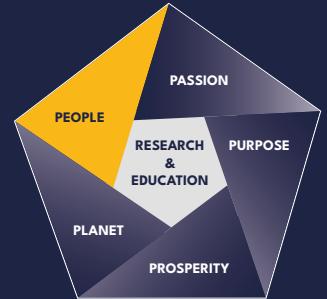


Prof. Dr. Christian Schmidkonz
Professor for
International Business and
Managerial Economics

student-led

CONSCIOUS LEADERSHIP

When our students deliver outstanding academic quality, we make it our mission to highlight their achievements through our working paper series that publishes select student theses in collaboration with their supervisors. Last year, a particularly noteworthy submission was made by Anne Kolbet, on conscious leadership among Gen Z. She asked: "What do Gen Z think makes a good leader?" Her answer: conscious leadership! The three main aspects she identified in her research include communicating purpose, a proactive development of teams and creating an inspiring culture.



3

**student theses were published
in the MBS working paper series,
awarding extraordinary
accomplishments and providing
visibility to our students**

PLANET

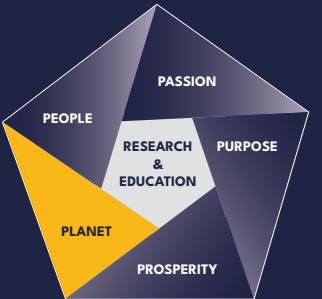




curricular

CLIMATE FRESK

For the second year in a row, we participated in the serious game Climate Fresk developed by Cédric Ringenbach, designed to help participants understand the complexities of climate change. All our Master's students spent an afternoon creating their very own fresks, linking the causes and effects of climate change in a collaborative workshop, thus becoming participative learners and understanding the systemic nature of the challenges. We are proud to have joined over 2 million people worldwide who have played the fresk, in over 167 countries!



109

**Master's students participated
in the 2024 serious game
Climate Fresk**

13

facilitators (10 volunteers from Climate Fresk, 3 MBS professors) ran the workshop

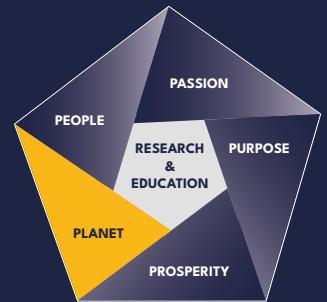
3

hrs spent learning
about climate change

extra-curricular

WORLD CLEAN UP DAY

For the fourth year in a row, we also participated in the World Clean Up Day, the world's largest bottom-up civic movement to tackle environmental pollution. It has even been formally included into the UN calendar! Drawing on an impressive crowd, together we ventured out into Westpark to clean up waste that has been discarded in our public park. We are proud to have joined over 600,000 participants in Germany, making our initiative one of around 10,000 clean ups in the country.



81

students across all MBS programs participated in the World Clean Up Day

100

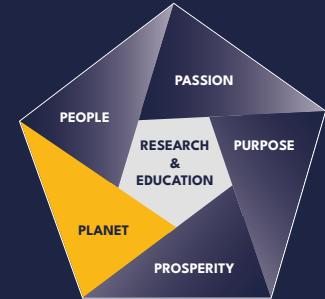
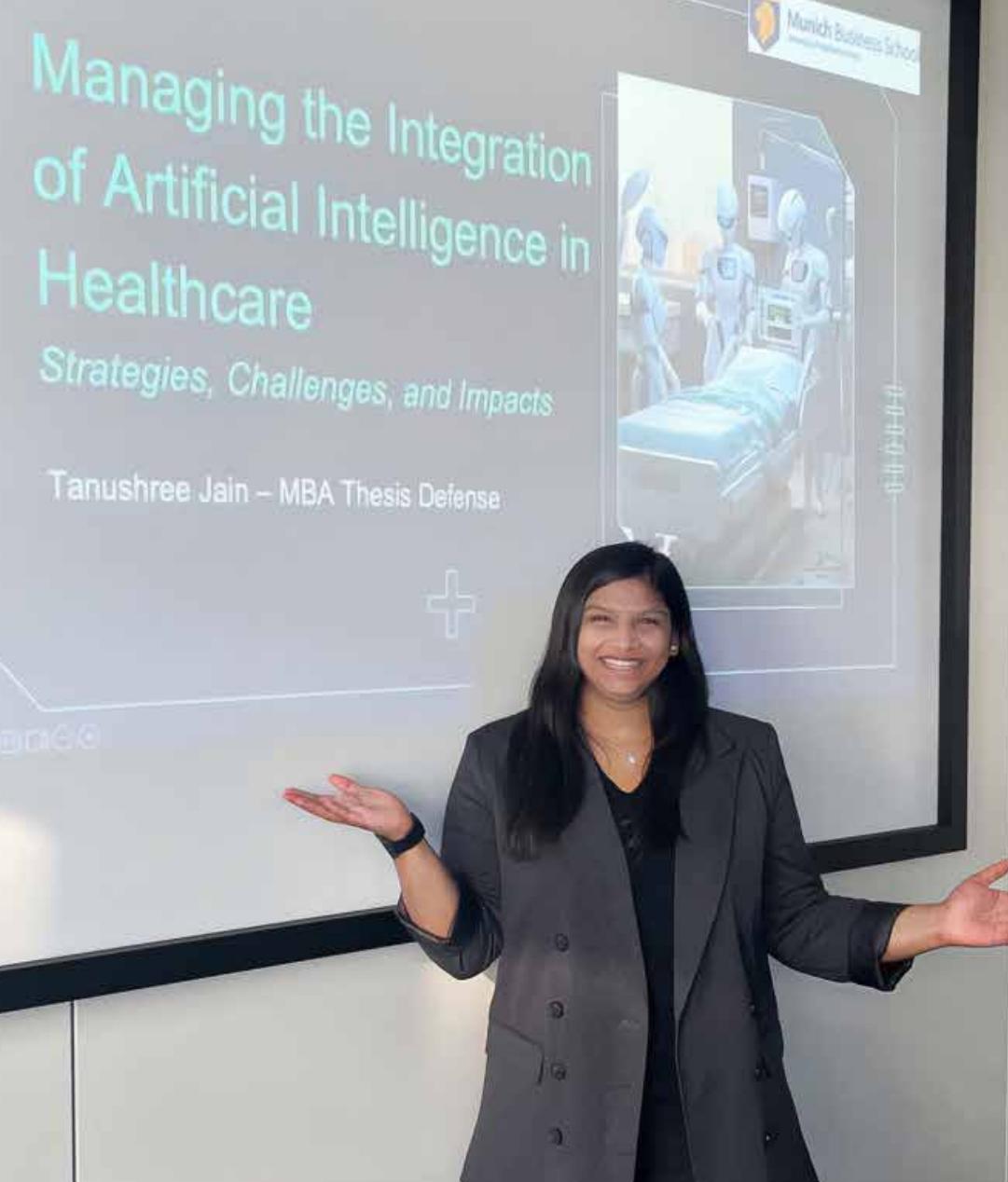
bags of trash were collected in a joint effort to keep our city clean



student-led

SDG-RELATED THESES

Our strong commitment to sustainability is also reflected in the topics chosen by our students for their final theses. An analysis carried out by a Bachelor's thesis has demonstrated that 1,858 theses across all programs (period: 2014 – 2022) have covered one or more of the Sustainable Development Goals (SDGs) that have been formally established in 2012. Last year, we were able to cover 12 out of the 17 SDGs, with 8 (decent work and economic growth) and 12 (responsible consumption and production) featured most prominently.



16 %

of student theses (48 out of 291) covered SDGs in 2024

SDG 8 and SDG 12

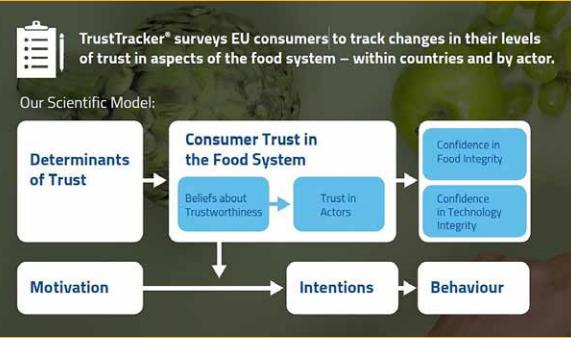
about decent work and economic growth (8) and responsible consumption and production (12) were the most prominent SDGs covered in student theses



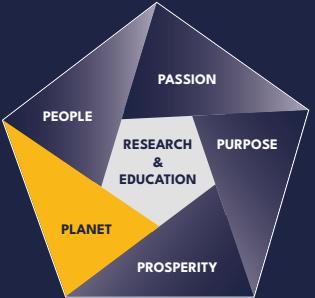
faculty-led

CONSUMER TRUST AND SUSTAINABLE FOOD

Trust is a key ingredient in explaining consumer food choices, particularly when it comes to sustainability! MBS professor Sophie Hieke, together with her co-authors from Aarhus University, University of Reading, University of Warsaw and KU Leuven, has been tracking consumer trust through a longitudinal survey, analysing data from over 25,000 participants across 13 European countries. Together, they showed that trust significantly strengthens the connection between consumers' motivation for sustainable living and their intention to buy sustainable products.



Macready, A. L., Hieke, S., Klimczuk-Kochańska, M., Szumiął, S., Wachter, K., Arnoult, M. H., Vranken, L. & Grunert, K. G. (2025). Why trust is crucial – The moderating role of trust in the relationship between motivation and intention to buy healthy, sustainable and novel foods. *Food Quality and Preference*, 126, 105386.



25,000

consumers have been surveyed across 13 European countries, over a period of 2 years



faculty-led

CLIMATE CHANGE AND CORPORATE FINANCE

What is the financial impact of extreme weather? MBS professor Johannes Hofinger, together with adjunct faculty Dr. Sandra Reich, have addressed the growing relevance of physical risks, such as extreme weather events, and how these impact financial metrics like profit and loss statements and balance sheets. As these events become more frequent, their findings highlight the need for greater awareness and action. Published in the Corporate Finance journal, this study bridges the gap between research and practical, real-world challenges.



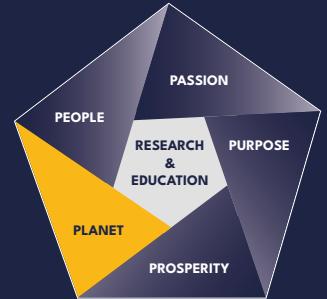
Dr. Sandra Reich

Lecturer for Sustainable Finance; Advisory Board Member for TÜV Süd, GLS Bank, DEG Impact, Talanx and Aurubis AG



Prof. Dr. Johannes Hofinger

Professor for Finance and Accounting



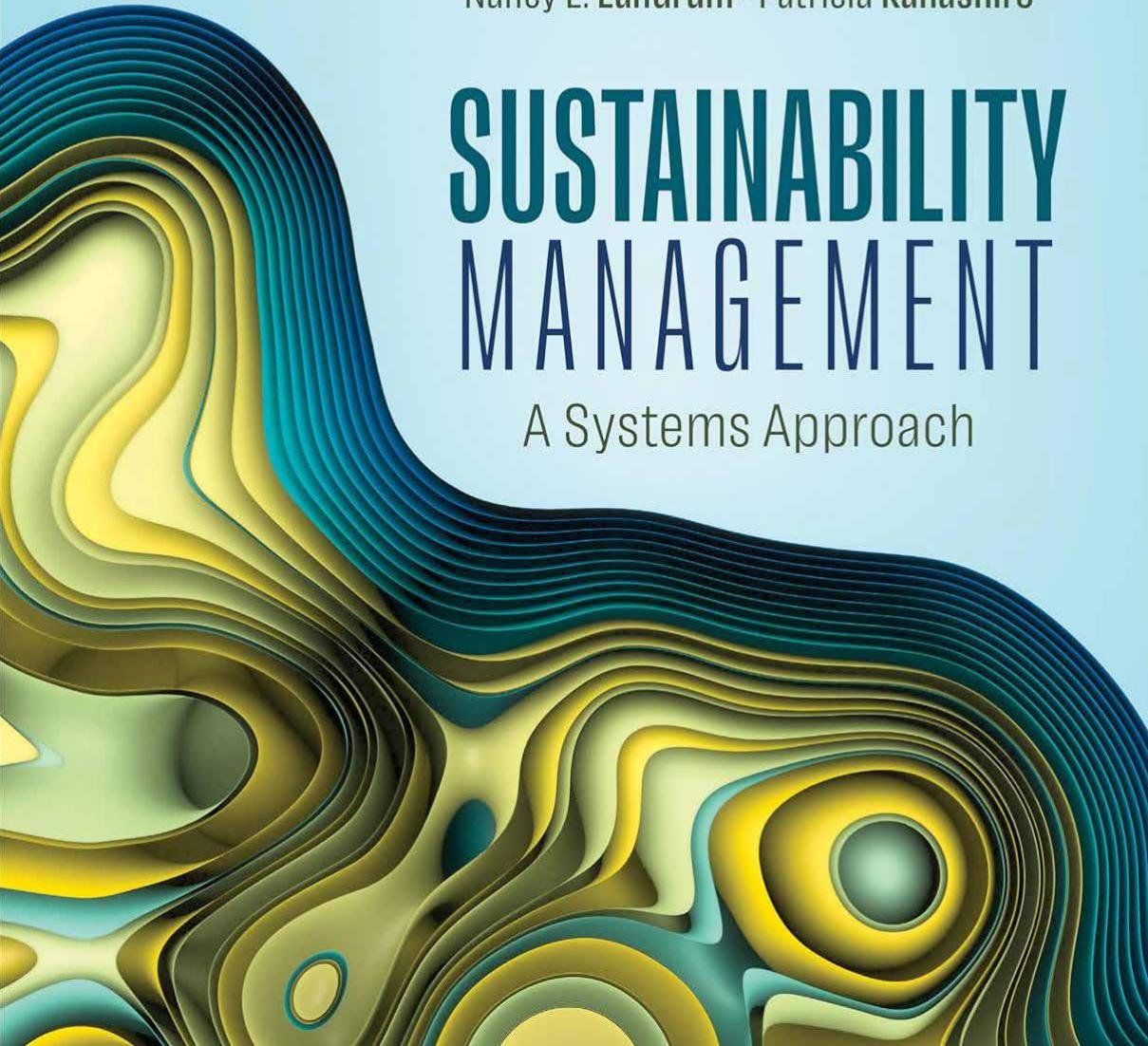
1,250

monthly circulation of **Corporate Finance**, one of Germany's leading trade journals for finance, capital markets, valuation, and mergers and acquisitions

Ana Cristina Siqueira · Cristina Neesham
Nancy E. Landrum · Patricia Kanashiro

SUSTAINABILITY MANAGEMENT

A Systems Approach



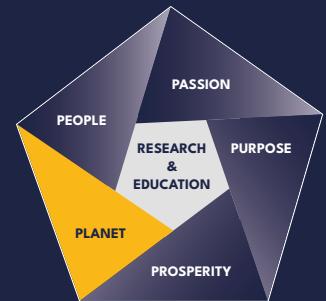
Prof. Dr. Nancy Landrum
Professor for Sustainable
Business Transformation



faculty-led

SUSTAINABILITY MANAGEMENT

It takes a systems approach to fully understand and implement sustainable business practices! Together with her co-authors from William Paterson University, Newcastle University and University of Southern California, MBS professor Nancy Landrum has put together a compendium to illustrate the interdependencies among ecosystems, societies, organizations, and individuals, explaining why sustainability presents risks and opportunities for businesses, how it can be a source of competitive advantage, and what the business impact on the environment and society are.



72%

(13 out of 18) research
publications from faculty
in 2024 were SDG related

10

SDGs covered in faculty-led
research, with 12 (responsible
consumption and production)
as the most prominently
featured SDG

A close-up photograph of a person's hand gently touching a golden wheat ear. The hand is positioned vertically, with the thumb pointing downwards and the fingers slightly curled. A small, bright red dot is visible on the thumb. The background is a field of wheat, with sunlight filtering through the stalks, creating a warm, golden glow. The overall atmosphere is peaceful and suggests themes of agriculture, nature, and prosperity.

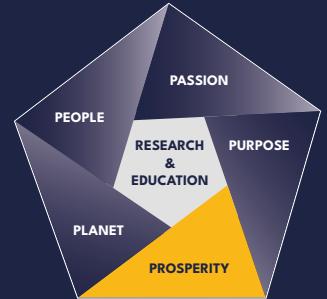
PROSPERITY



curricular

BUSINESS PROJECTS

Over the course of two semesters, our Master's students consult real clients on real issues during their business project. A recurring cooperation partner of Munich Business School, RECUP, has asked for support in getting consumers more engaged with using their reusable deposit system. Our students developed a complete app where they combined gamification elements with behavioural science to help motivate users achieve their sustainability goals!



29 %

(13 out of 45) business projects
in 2024 covered SDGs,
among which 5, 7, 9, 11, 12, 13
and 15 were most prominent



Prof. Dr. Nadine Chochoiek
Professor for Innovation
and Entrepreneurship

Jasper Schlump
Lecturer for Understanding
Social Startups

Farid Ismayilov
Master Innovation and
Entrepreneurship Student



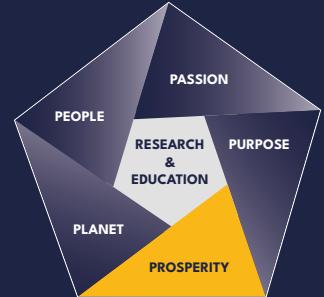
extra-curricular

START-UP SPIRIT

In October, Jasper Schlump – entrepreneur, impact investor, and MBS lecturer – took time to discuss with our students how entrepreneurs are taking practical actions to address pressing issues like climate change. Sparked by discussions after the Climate Fresk workshop, the event highlighted real-world solutions and gave our Master's students a chance to see how impactful initiatives are already making a difference.

76

**students participated in the 2024
start-up spirit event at MBS**





PIXZA

Alejandro Souza
Founder of Pixza

Source: alejandrosouza.site

curricular

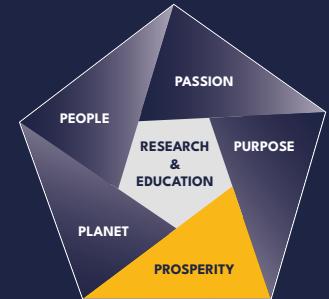
SOCIAL INNOVATION CASE STUDY

In our Bachelor's program, the innovation focus of our product lifecycle management course used the Pixza Case as the basis for a Google Sprint, identifying new business models for social causes by using various innovation and creativity methods. Pixza is a movement in Mexico for the sustainable inclusion of people who have been socially abandoned. Through a chain of restaurants, young people with such backgrounds are employed and go through the Ruta del Cambio, a 12-month program that teaches them how even a simple pizza can lead to significant personal and social change. The movement emphasizes the importance of community and support in fostering personal growth and overcoming social barriers.

Students in our course were encouraged to develop their own ideas on how to achieve integration through food:



Students Casimir Arlabosse, Dominik Bendrien and Louisa Dittmar developed BIZZA, a Bavarian fusion restaurant that employs immigrants and at the same time fosters integration by bringing together different cuisines. The group even developed their own pizza recipe and brought samples to class!



4

new business models developed



faculty-led

IDENTITY, SOCIAL IMPACT AND BUSINESS STRATEGY

Miss Rizos, a beauty salon and social enterprise, empowers Afro-Dominican women to embrace their natural beauty while challenging cultural stereotypes and addressing societal discrimination. MBS professor Christopher Weilage and MBS research fellow Dr. Jose Alcaraz have published a case that offers rich insights into the intersection of identity, social impact, and business strategy, making it a valuable teaching resource for fostering critical thinking and purposeful leadership.

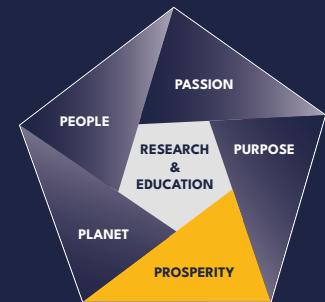
Prof. Dr. Christopher Weilage
Professor for International Business



Dr. Jose Alcaraz
MBS Research Fellow



Alcaraz, J. M., Perdomo, I., Barrero, F., Weilage, C. E., Carrillo, V., & Hollander, R. (2024). *Miss Rizos: Changing the World, One (Black) Curl at a Time? The Case Journal*.



10

hours of interviews with the founder, staff and customers of Miss Rizos carried out for the case study

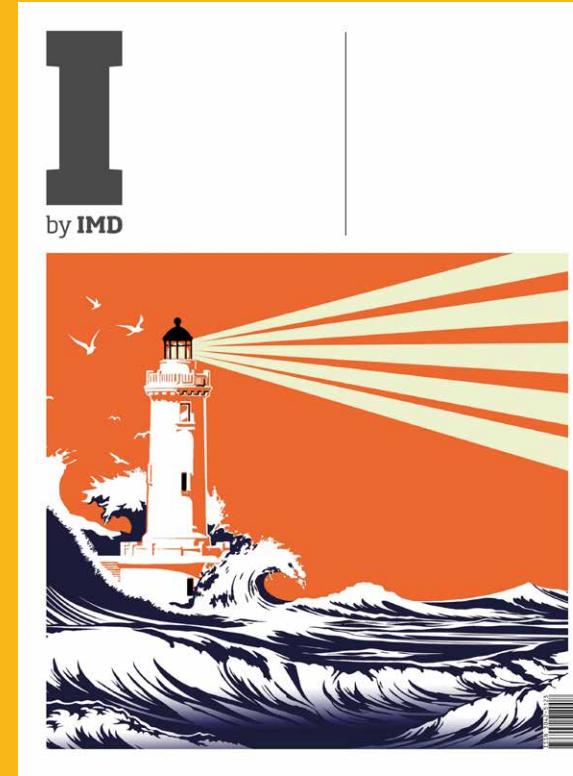


Prof. Dr. David Wagner
Professor for International
Business/Digital Business

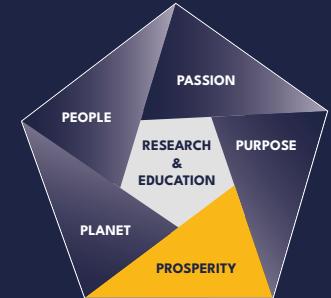
faculty-led

COMMUNITY-CENTRICITY: SOCIETAL AND ECONOMIC IMPACT IN LEADERSHIP

MBS professor David Wagner has developed the concept of community-centrality, advocating for organizations to expand their focus beyond customers to include broader societal and economic impact. He explores how companies can embed community principles into their mission, strategy, and operations, drawing inspiration from innovative models like Mozilla and other open-source initiatives. David Wagner has since shared his insights at the GLOBE EU Conference at the European Parliament and published a German version of the article in Tanja Laub's book *Community* which reached #2 on Amazon in the area of Change Management only weeks after its publication.



Wagner, D. (2024). *Community-Centrality: Expanding Leadership Focus From Customers to Society*. *I by IMD*, December 2024, 31–34.



500,000
unique users per month and
almost 400 institutions worldwide
that use the journal's content

student-led

CONSUMER RECYCLING AWARENESS IN PORTUGAL

In his Master's thesis, MBS alumnus Guilherme Goncalvez studied Portuguese consumers and later published his research together with his thesis supervisors, MBS professors Christopher Weilage and Christian Schmidkonz. In their publication, they highlight that not only are proximity to a recycling center and awareness of the location influencing factors required for recycling but also that recycling activities are mostly based on intrinsic motivation to protect the environment, with financial incentives only attract a relatively small share of the study participants. While most studies focus on developing countries, this study offers a distinct perspective by covering a mature EU economy, thus representing an example of how we co-produce meaningful research among faculty and students.

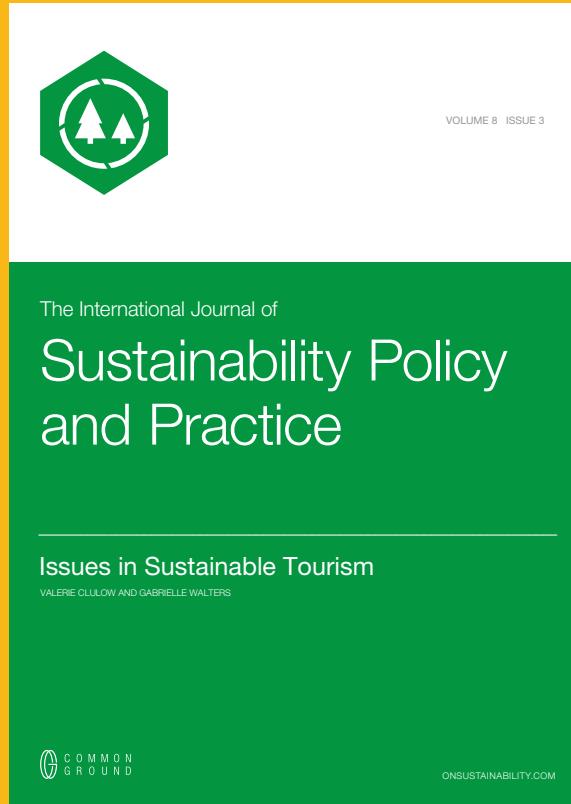


Guilherme Goncalvez

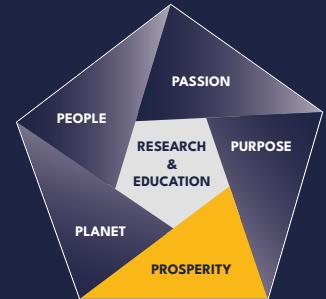
Alumnus

Master International Business

"I was fascinated by the pressing global challenge of e-waste management, and this research was a first step toward a Europe-wide circular economy framework, starting with Portugal as a scalable example. I'm proud of my publication and contribution to the field."



Weilage, C., Schmidkonz, C., Gonçalves, G. (2024). *Consumer WEEE recycling awareness in Portugal: Progression toward a circular economy*. *The International Journal of Sustainability Policy and Practice*, 20(1), 1-21.



509

Portuguese consumers interviewed about their recycling knowledge, attitudes and behavior

PURPOSE

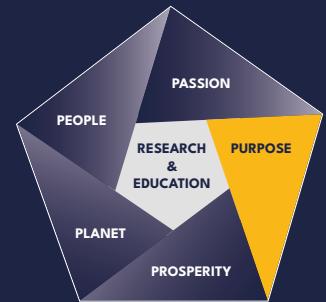




our values in teaching

GLOBAL MINDSET

We pride ourselves to be a truly international business school with a global mindset that is reflected in our sheer numbers! In 2024, more than half of all our students came from outside of Germany, covering almost half of all countries worldwide. We also partner with more than 60 partner universities around the world to allow our students to experience different cultures and backgrounds when studying abroad.



56 %

of MBS students have
an international background

80

countries (41 % of all recognized
countries on this planet, by the
UN) are represented at MBS



our values in teaching

INNOVATIVE THINKING

Our MBS Teaching Day focused on "Playful Learning: Harnessing the Power of Games in Education". Our faculty dove deep into how games can revolutionize teaching, making learning more engaging and effective. For example, how can a medieval role-playing game help us teach playful conflict solutions!

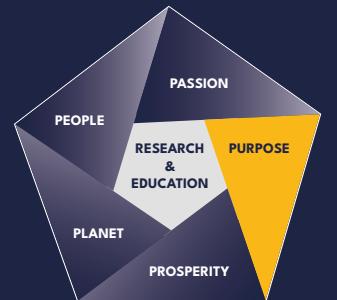


27

participants at
the Teaching Day 2024

5

hours of learning about innovative practices in creating an enriching learning environment





our values in teaching

RESPONSIBLE ACTION

In her sustainability class, MBS professor Nancy Landrum uses creative and innovative approaches such as the Harvard "Net Zero" simulation (getting a hotel to reach net zero greenhouse gas emissions by 2050) or Planetgroup's "Climate Business Challenge" (turning exploitative businesses into regenerative ones) to teach students about the role of responsible action in management.

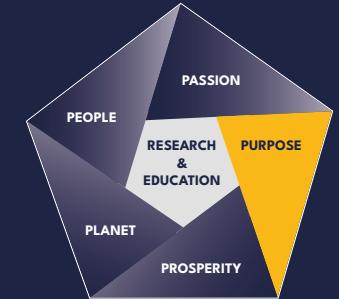


38

students participated in the simulations run by MBS professor Nancy Landrum in 2024

8

hours of simulations putting sustainability into practice





Laura Rosendahl Huber

Associate Professor in Entrepreneurship,
Rotterdam School of Management

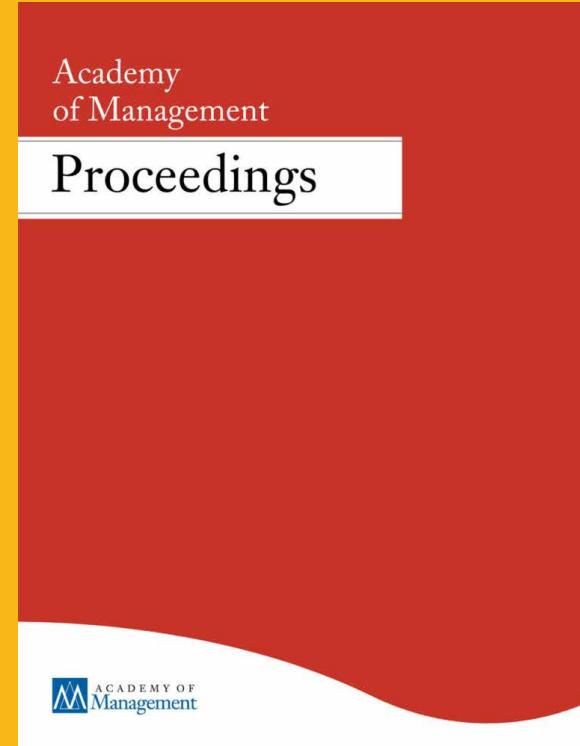


Our values in research

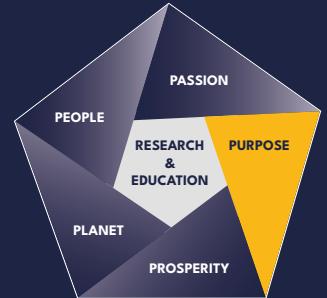
GLOBAL MINDSET

MBS professor Nadine Chochoiek investigated whether gender differences in risk-taking may contribute to the entrepreneurship gender gap. Together with her co-author Laura Rosendahl Huber, she was able to show that female entrepreneurs are more risk-tolerant than female employees, which suggests risk tolerance influences women's decision to pursue entrepreneurship. They conclude that if we want more women entrepreneurship, policies reducing the perceived riskiness of entrepreneurial activities are needed!

Prof. Dr. Nadine Chochoiek
Professor for Innovation
and Entrepreneurship

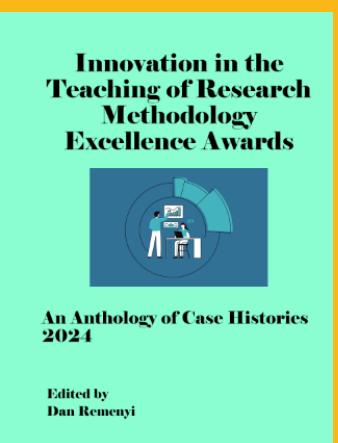


Chochoiek, N., & Rosendahl Huber, L. (2024). Risk Preferences of Female Entrepreneurs – Closing the Gender Data Gap in Entrepreneurship. *Academy of Management Proceedings*, 2024 (1), Article 18490.

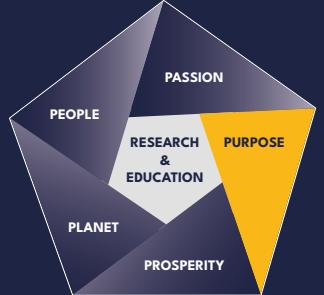


326

**Dutch female entrepreneurs,
managers and employees
surveyed**



Prof. Dr. Sophie Hieke
Professor for Marketing
and Communication



Our values in research

INNOVATIVE THINKING

In July, MBS professor Sophie Hieke won 2nd place in the Innovation in Teaching of Research Methodology Excellence Awards at the 23rd European Conference on Research Methodology for Business and Management (ECRM) in Porto, Portugal, with her Bachelor's course on critical thinking, titled "How ChatGPT became my co-lecturer". Her case study demonstrated how the world's most innovative contemporary technology, generative artificial intelligence, can be employed as a use case to help students learn critical thinking through application, rather than telling them what critical thinking is.

2nd
place in the Innovation in Teaching
of Research Methodology
Excellence competition, with
18 submissions of which
9 contenders were invited
to submit a full case history



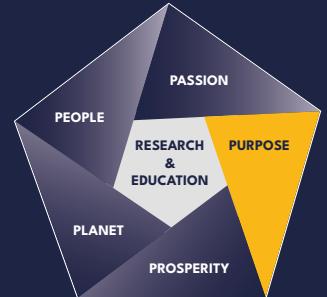
Prof. Dr. Thomas Röhm

Professor for International Business
and General Management

Our values in research

RESPONSIBLE ACTION

At the conference "Twin Transformation in Small and Medium-Sized Enterprises" organized by BVMW (Bundesverband Mittelständische Wirtschaft), MBS professor Thomas Röhm moderated the panel on "Success Factors Digitalization and Sustainability – Pragmatically Mastering Current Challenges in Small and Medium-Sized Enterprises". He discussed with Dr. Sascha Hagenmüller and Dr. Johannes Baier how SMEs can deal with the growing demand for sustainability, e.g. through automated collection of ESG metrics in order to implement targeted sustainability reporting.

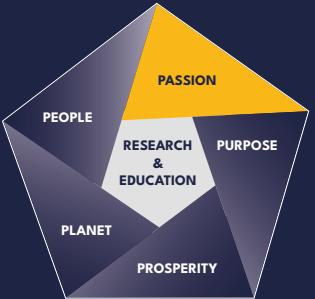


45 +

participants at the BVMW
conference "Twin Transformation
in Small and Medium-Sized
Enterprises" hosted at MBS



PASSION



student-led

SCHOLARSHIPS: ALL ACCESS EDUCATION

As part of an initiative by the German Federal Ministry for Research, Technology and Spaceflight called "Deutschlandstipendium", our Master's students, supported by Head of Admissions, Ferdinand Bubacz, have managed to set up a collaboration with Allianz, through our alumnus Nazir Mehrzad Balach, Senior Recruiter at Allianz: for the very first time, Allianz has agreed to provide 5 scholarships to MBS students. They have further agreed to continue this partnership in the future. Talk about true access to education!



5

scholarships ("Deutschlandstipendien") have been set up in cooperation with Allianz and the Federal Ministry for Research, Technology and Spaceflight

18,000

EUR have been collected as part of these scholarships



extra-curricular

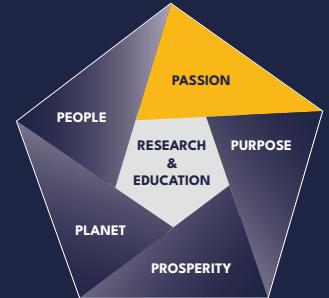
BRINGING TOGETHER MBS AS A COMMUNITY

What started out as a task force aimed at fostering communication and self-leadership has turned into a series of community events, initiated by MBS staff and faculty. After a kick-off workshop during the MBS Townhall in July, a community calendar was developed. A highlight of the events that took place in 2024 certainly was the Christmas cheer, a thoughtful gesture where colleagues could send kind messages to one another, anonymously. The messages each staff and faculty member received were then collected and turned into a printed Christmas letter that was handed over to each individual, together with a few appreciative lines by university management, during the Christmas event.



Jelena Novkovski
Head of International Center

"Being able to contribute positively to our community has been a true passion project for me. I just wanted to create ample opportunities for my colleagues to enjoy time together."



10 +

hours spent together at events
initiated by Jelena Novkovski
for our MBS community

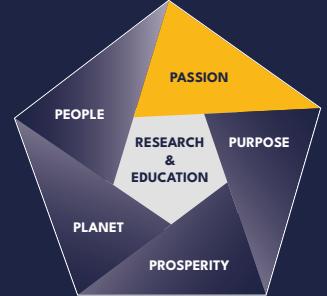


Prof. Dr. Patricia Kraft
Professor for
International Business



extra-curricular
**FEMALE
EMPOWERMENT**

For many years now, MBS professor Patricia Kraft has made female empowerment her mission. Together with a dedicated team, she brings together (future) female managers, helps them connect through shared experiences and encourage female mentorship. Among the many initiatives she has co-founded and continues to organize, manage and run, are the Women in Leadership initiative, the Female Leadership Lounge, the Female Business Breakfast and many more. Her passion also shines through in the theses she supervises on this topic and the research that often originates out of these, leading to her being invited as a keynote speaker at conferences and events. Last but not least, she has formalized her passion into several impressive research projects with partners across Europe, jointly championing women and supporting their entrepreneurial activities, especially under dire circumstances.



35

events organised

1,000 +

**students reached
through these initiatives**

1,000,000

**EUR funding for pan-European
research into female empow-
erment obtained, together with
the project partners**



faculty-led

CLIMATE SMART CHEFS

As a testament to her on-going research into sustainability in consumer behaviour, particularly sustainable food choices, MBS professor Sophie Hieke in 2022 was appointed member of the Advisory Board for the 3-year EU-funded LIFE Climate Smart Chefs project. Chaired by the Barilla Foundation, Climate Smart Chefs sought out to unite chefs associations, restaurants, hotels, and caterers in the fight against food waste, reducing carbon emissions and water consumption, and creating gastronomic experiences that go beyond exceptional taste to embrace ecological, economic, and social sustainability.

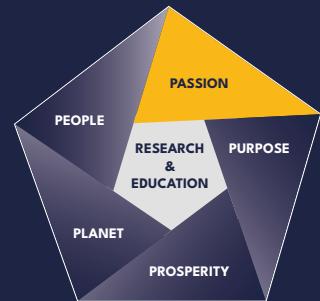
As part of her advisory board duties, she has provided feedback on project outcomes, moderated the 2023 mid-term conference "Chefs at the head of the table: the importance of being a 'Climate Smart Chef' today in Europe", co-produced the Life Climate Smart Chefs Vision 2030 strategy, given a keynote during the 2024 High Level Course conference, helped select the winners for the LIFE Climate Smart Chef Awards and last but not least moderated the 2024 final conference of the project in Milan, Italy. During the conference, she held panel discussions with Michelin-starred chef Chiara Pavan, interviewed representatives from the European Commission (DG CLIMA and DG SANTE), and moderated an inspirational speech by Nobel Prize winner Prof. Riccardo Valentini (nobel prize for peace as member of the IPCC).



Project partners of MBS:



Supported by:



1,749,049

EUR total funding from the European Union

160

Chefs from all over Europe trained in 250+ hour course

2,500

chefs have watched the Climate Smart Chefs MOOC (massive open online course)



Our contribution to the UN Sustainable Development Goals for improved health and education, reduced inequality and sustainable economic growth.



Social service projects, collaborations



Social service projects, collaborations



Teaching, research and events on innovation, social and sustainable entrepreneurship, family businesses and responsible leadership



Signatory of the German Diversity Charta, Diversity & Inclusion Officer, equal pay hiring policy, gender-neutral bathrooms, research projects



Faculty research and speaking engagements, business projects, student theses, teaching sustainability simulations



Mental Health First Aid officers, teaching and research on happiness, burnout and resilience management, research on workplace well-being



Scholarships, award-winning case studies, innovative teaching practices and curricular development on sustainability and AI literacy



Research on female leadership and entrepreneurship, Women in Leadership initiative, gender-neutral language, family-friendly working conditions



Strong faculty research profile, business projects and on-going corporate partnerships, student theses



Climate Fresk, World Clean Up Day, faculty research, business projects, student theses, environmentally friendly procurement processes



Collaboration with Orange Ocean e.V.



Free water dispensers on campus



Research on sustainability reporting in the home appliance industry



Teaching and research on responsible management and labor law, a sustainable financing strategy, unlimited labor contracts, flexible and family-friendly working conditions and remote working



Collaboration with Ecosia, paperless examination procedures



Teaching and research on business ethics and responsible leadership



Strong network of partner universities, companies and organizations supporting the implementation of SGDs as



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