



# DOCTORAL STUDIES

at EBS Business School

**EBS**  Universität



## DEAR FUTURE DOCTORAL STUDENTS. WELCOME AT EBS.

EBS Business School's commitment is to contribute to solving the world's grand challenges. We provide thought leadership and create scientific insights that support decision-makers in times of transformative change. In our programmes, we help motivated students and professionals to develop academically and personally to become highly skilled, globally-minded critical thinkers who can take responsibility in times of change.

Our doctoral programme enables our students to pursue successful careers in academia as well as business practice. Graduates take on professorships internationally and nationally, both at universities and universities of applied sciences at the interface between academia and business practice. With their education at EBS Business School, they are also ideally equipped to take on key roles in business practice and advance quickly in their careers.

The programme enables doctoral students to complete their doctoral studies at a pace that suits their personal and professional situation. The work of our doctoral students is published in international journals and in the media and contributes to the impact of EBS Business School in academia, in the business world and in society at large.

Prof. Dr. Christian Landau  
Dean, EBS Business School

Prof. Dr. Markus Kreutzer  
Head of Doctoral Programme, EBS Business School

# THE BEST LEARNING ENVIRONMENT. PREREQUISITE FOR THE WORLD'S LEADERS.

Since 1998, EBS Business School offers a structured doctoral programme that complements our successful Bachelor and Master programs. Our objective is to provide doctoral students with an inspiring and challenging research environment. We combine the advantages of a traditional doctoral programme in German-speaking countries — that is characterized by a close and trustful supervision by a first professor and a complementary perspective provided by a second supervisor — with a structured doctoral program according to international standards. Experts at EBS and from our EBS' partner network provide the hand-picked selection of doctoral courses in the annual Doctoral Summer School — with a focus on methods and theory courses as well as research colloquia. Your supervisors will challenge your ideas and inspire your inquisitiveness further in a guided process of semi-annual reviews.

You can benefit greatly from the other EBS doctoral students in the institutes, groups and chairs, i.e., the strong peer network. In an informal environment, we enable discussion in annual doctoral seminars together with researchers from our partner universities — from first drafts to polished papers ready for submission. The programme also requires active participation in international conferences on the respective dissertation topics. Internal research funds are available to make this experience possible. The program closes with submission and successful defence of the doctoral thesis.

## FACTS & FIGURES

1971 Foundation	1,700 Students	31 Professors	80 Doctoral students	5 Research groups	4 Institutes
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## ACCREDITATIONS & RANKINGS



Rank 10 in Germany

QS  
World University Rankings:  
Business & Management  
Studies 2020

Top in Business  
Administration and  
Law

CHE Ranking  
2020/2021

Rank 6 in Germany

U-Multirank  
Business Studies  
Comparison 2020

Top 10 in Business  
Administration

WirtschaftsWoche  
Hochschulranking 2020

Top 25 performing  
universities in  
student mobility

U-Multirank  
2019 Top Performers

# EXCELLENT SUPERVISION AND OUTSTANDING COMMITMENT. OUR PROFESSORS.

EBS Business School is organized along five specialized research groups. More than 30 professors are actively involved in teaching and international research and publication processes. Aspiring doctoral candidates get the unrivalled attention by one of our experienced Associate and Full Professors. The strong commitment to their doctoral students by each of our professors is what truly sets EBS apart.

## FINANCE & ACCOUNTING



Prof. Dr.  
**Adrian Cloer**  
*Taxation & Auditing*



Prof.  
**Raša Karapandža, PhD**  
*Finance*



Prof. Dr.  
**Paul Pronobis**  
*Financial Accounting*



Prof.  
**Ullrich Hommel, PhD**  
*Corporate Finance*



Prof. Dr.  
**Ferdinand Mager**  
*Banking & Finance*



Prof. Dr.  
**Mehdi Hosseinkouchack**  
*Econometrics*



Prof.  
**Jan Mutl, PhD**  
*Real Estate Economics*

## MANAGEMENT



Prof. Dr.  
**Myriam Bechtold**  
*Leadership*



Prof. Dr.  
**Karin Kreutzer**  
*Social Business*



Prof. Dr.  
**Christian Landau**  
*Strategic Management*



Prof. Dr.  
**Kai Förstl**  
*Supply Chain Mgmt.*



Prof. Dr.  
**Markus Kreutzer**  
*Strat. & Internat. Mgmt.*



Prof. Dr.  
**Meir Shemla**  
*Organizational Behaviour*



Prof. Dr.  
**Julia Hartmann**  
*Sustainability Mgmt.*



Prof. Dr.  
**Julia Krönung**  
*Information Systems*



Prof. Dr.  
**Laura Turrini**  
*Operations Management*

## ECONOMICS & PHILOSOPHY



Prof. Dr.  
**Jenny Kragl**  
*Microeconomics*



Prof. Dr.  
**Richard Raatzsch**  
*Practical Philosophy*



Prof. Dr.  
**Jan-Christoph Rülke**  
*Macroeconomics*

## MARKETING & SALES



Prof. Dr.  
**Martin Böhm**  
*Marketing*



Prof. Dr.  
**Sven Henkel**  
*Customer Behaviour*



Prof. Dr.  
**Roland Mattmüller**  
*Strategic Marketing*

## ENTREPRENEURSHIP & INNOVATION



Prof. Dr.  
**Katrin Burmeister-Lamp**  
*Entrepreneurship*

# SMART MINDS. STRONG RESULTS. FIVE INSPIRATIONAL DOCTORAL PROJECTS.

Our doctoral programme would not be the same without our inspiring candidates. EBS doctoral students regularly appear in reputable journals and magazines. Others make an impact on society with novel research projects. This highlights the high standards of EBS' doctoral program.



## Social Media & Supply Chain Problems

Christoph Schmidt, Operations & Supply Chain Management

*Current position: PostDoc, ETH Zurich*

He explored the role of social media for the stock market evaluation of supply chain problems. He found that the Twitter reaction, in terms of tweet volume and negative sentiment, to supply chain delays and disruptions influences how investors evaluate the problem.



## Refugee Integration in Germany

Andreas Hesse, Management

*Current position: Professor, Hochschule Koblenz*

His study deepened the current understanding of the specific challenges addressed by cross-sector social partnerships by unfolding the complexity of refugee integration — one of the global grand challenges of the present.



## Social Businesses during COVID Crisis

Katja Friedrichs, Social Business & Social Entrepreneurship

Because social enterprises address social problems through the market, they are vulnerable to market disruptions. Their findings suggested that until now many social entrepreneurs have found creative ways to keep their businesses running and occasionally increase their social impact.



## Mindfulness, Crisis Management

Alexander Götzmann, Management

His study addressed how people deal with stressors during a lockdown period and investigated the role of trait mindfulness. The key finding is that individuals with higher levels of dispositional mindfulness are more successful in coping with the crisis.



## Customer Experience in Retail

Anne-Sophie Riegger, Marketing & Sales

Her research finds that customer experience in physical retail settings can be improved by providing visitors with digital personalized messages. Thereby, it makes a significant difference whether store owned devices or the customers' smartphones provide the messages.

## FEATURED IN



# SUCCESSFUL DOCTORATE: THE EBS BUSINESS SCHOOL'S OFFER FOR YOU.

EBS Business School accompanies all doctoral students on their way to a doctorate in business administration with a structured programme under the academic direction of Prof. Dr. Markus Kreutzer. They benefit from intensive personal supervision by experienced scholars and from close exchange with other doctoral students. All participants learn to approach their doctoral studies in an organized and systematic manner. The basics of scientific work are taught as well as valuable methodological and theoretical skills.



## EXCELLENT SUPERVISION

*The most defining feature of my time at EBS was the excellent supervision. The close cooperation and still ongoing mentorship of my supervisors are a source of invaluable support to me.*

**Henrik Franke**, Senior Researcher, ETH Zurich



## EXPERIENCED PROFESSORS

*In addition to the basic education, the publications, the intensive supervision of my doctoral mothers, EBS stands out by a close circle of internationally oriented, experienced professors.*

**Andreas Hesse**, Professor of General Business,  
Hochschule Koblenz



## NETWORK

*The doctoral programme at EBS provided me with the network to connect with many doctoral students and professors with whom I still maintain scientific and friendly contact today.*

**Elena Freisinger**, Junior Professor Innovation Management, TU Ilmenau

Various events and courses create the best conditions for writing a dissertation within 2-5 years that is both scientifically sound and relevant to practice.



## UNCONDITIONAL SUPPORT

*I felt that the EBS community had our best interest at heart. There was always someone supporting me — no matter his/her field of interest or position at the university. They just did.*

**Kathrin Mehrfeld**, Assistant Professor Marketing & Business Development, Utrecht University



## INTERNATIONAL

*The structured program sets international standards with its method courses. Thanks to EBS' scholarship cooperation, I had the opportunity for a research visit at Copenhagen Business School.*

**Matthäus Tekathen**, Associate Professor & Department Chair of Accountancy, Concordia University



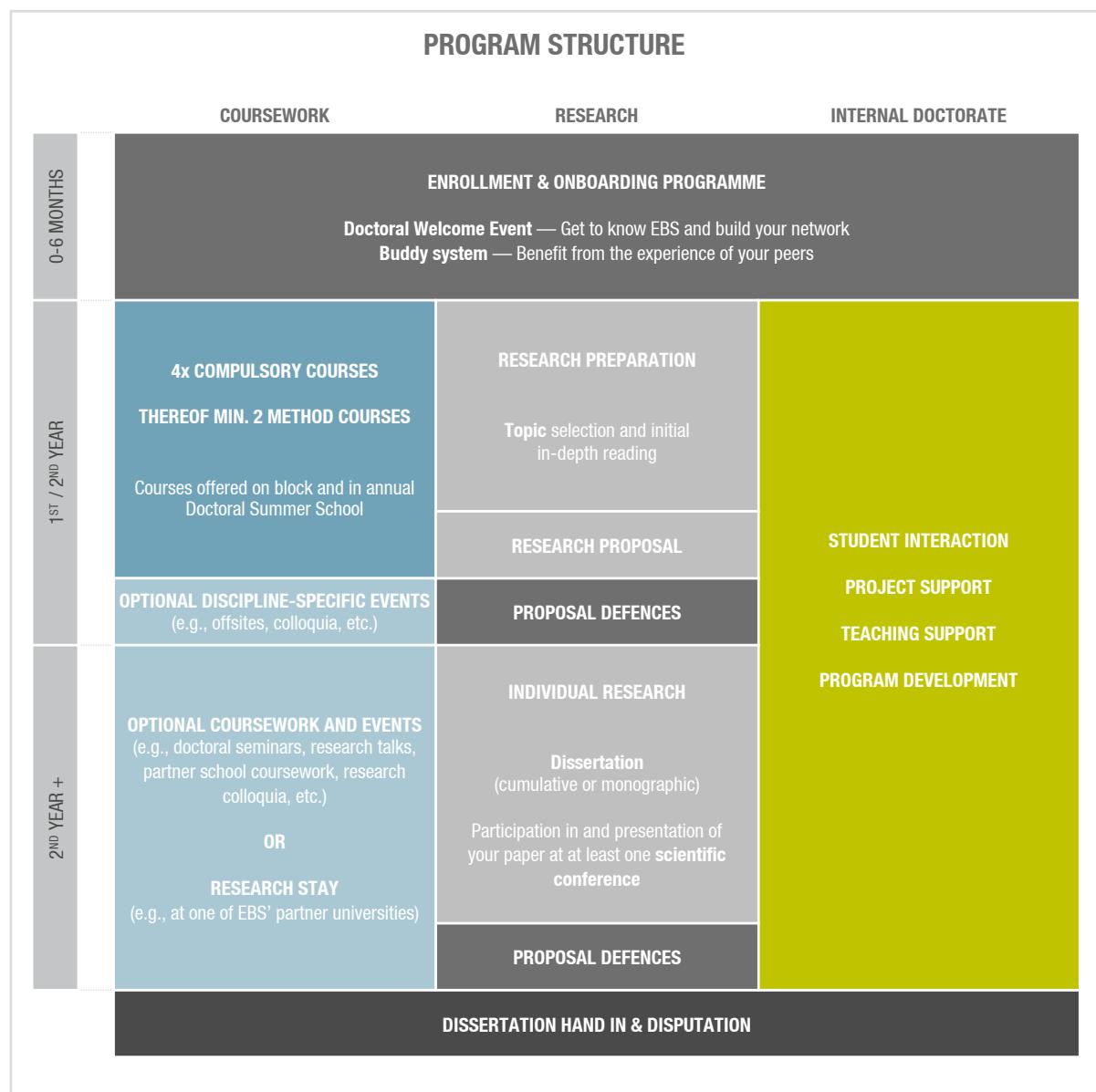
## CAREER SPRINGBOARD

*The doctoral studies at EBS laid the foundation for my career. EBS Business School is what you are looking for to develop a wide-ranging skill- and mindset for science and practice.*

**Susanne Hügel**, Head of Digital Strategy,  
Continental Europe

# THE IDEAL ENVIRONMENT FOR YOUR STUDIES: THE PROGRAM STRUCTURE.

The doctoral programme at EBS Business School can be completed within 2-5 years. We offer a comprehensive, systematically sequenced range of doctoral-specific courses: The targeted introduction to scientific work is followed by methodological- and content-oriented events. A majority of your time is dedicated to the academic writing process — either as a cumulative or monographic dissertation. The writing is supplemented by regular proposal defences and offsites, which serve the exchange of ideas among the doctoral students, with EBS scholars, and partners both in academia and practice.



## AT THE FOREFRONT OF SCIENCE AND PRACTICE: THE INTERNAL DOCTORATE

Internal doctorate students gain insights in the latest research projects at EBS and on top of that the chance to advance students' knowledge in regular interaction. As a valuable member of EBS Business School's research staff, you support your chair with student tutoring, first-hand corporate projects, and its current scientific work.

# CUTTING-EDGE RESEARCH: THE PROGRAMME CONTENTS IN DETAIL.

## THE BASIS OF YOUR DOCTORATE: FUNDAMENTALS OF SCIENTIFIC WORK.

Large writing projects only succeed with good self-organization and clean craftsmanship. You will learn to master the rules of scientific work and receive support in various methodological topics.

### Theoretical Perspectives in Management

You will be exposed to the rich ecology of theoretical perspectives in management research. We form a common vocabulary and discuss about management theories, understand assumptions and constraints, and the proposed relations among these concepts.

### Advanced Econometrics

Learn to analyse and interpret empirical research. We will extend our empirical toolbox for estimation techniques and special tools and models that are used in analysing time-series and panel data.

### Qualitative Research Methods for Doctoral Students

Discuss data collection techniques such as conducting interviews and observations, and how to take field notes. You are also trained in analysing qualitative data and how to include it in your dissertation.

### Survey Design & Measurement in Social Science

Equip yourself with knowledge on how to evaluate research involving measurement conducted by other authors. Also, learn to design and undertake studies that include measurement instruments in the most rigorous way possible.

### Literature-based Methods

This course aims at reviewing different literature-based methods (e.g., literature-review, scientometric, meta-analysis etc.) and their application.

### Fundamentals of Experimental Design and Analysis

Get an overview of the basics of experimental research including the research problem, transferring this problem into a hypothesis and developing a suitable experimental design and a suitable sample. You will master the concepts and tools needed for collecting and analysing experimental data.

## PARTICIPATING IN RESEARCH DISCOURSE: BUSINESS AS SCIENCE.

We lay the foundation for successful participation in the scientific discourse. Starting from the correct technical language and with the help of recognized methods, you will learn how to successfully publish academic work.

### Philosophy of Science

We will focus on meta-science and philosophy of science, like "the essence of scientific model building", "progress in science", and "scientific revolutions". Also, questions from current mega-trends and the interplay between science and society will be covered.

### Academic Writing and Publishing

We discuss issues of scholarly writing, including the writing process, the structure of empirical manuscripts, and editing English language for publication purposes. Principles of topic choice for research projects are reviewed in depth.



## **SCIENCE IS CREATED IN CONVERSATION: EXCHANGE AND CHALLENGE.**

Discussion and exchange are indispensable sources for successful research work. Our colloquia therefore offer all doctoral candidates the opportunity to exchange ideas with other doctoral candidates, professors and practitioners from renowned partner firms. This initiates an ongoing conversation and ensures the connection of your considerations to the scientific discourse.

### **Doctoral Offsite and Colloquia**

You will join a continuous exchange with your supervisor, fellow researchers and academic role models throughout your doctoral studies. On regular occasions, you receive valuable tips for your own work and provide feedback to other dissertation projects.

### **Doctoral Research Forum**

Get insights into research projects of your fellow students and learn about perspectives after the completion of your doctoral studies. Practitioner talks from renowned corporations shed light on the latest developments in practice.





## CAREER PLANNING ALREADY DURING STUDIES. **BUSINESS AND ACADEMIA.**

### YOUR KICK-START FOR PRACTICE: **THE CAREER SERVICES CENTER.**

Annual on-campus recruiting events provide our students with an exclusive entree to highly reputable companies. The companies use the opportunity to generate their management trainees at EBS.

### YOUR TICKET TO THE ACADEMIC COMMUNITY: **ACADEMIC CAREER.**

Each of EBS' research groups provides a specialized academic program for its doctoral students. Regular events and offsites to reputable academic institutions create a strong network for future academic careers.

#### **SELECTED SERVICES:**

- Personnel marketing fair EBS Career Forum
- EBS Online Resume Book
- Recruiting on campus: Time-saving "first-round interviews" by companies
- eCareer Market for internships, jobs, and more: Students and alumni can find out about vacancies online and advertise directly via the portal.

#### **SELECTED SERVICES:**

- Regular attendance to academic conferences
- Mentoring by experienced EBS professors from our international network
- Networking opportunities with renowned international academics



## SHARPEN YOUR OWN AWARENESS: COACHING@EBS

With Coaching@EBS, we offer all students the opportunity of professional coaching. This offer is unique in Germany. All coaches are executives and HR managers from top 500 companies and certified systemic coaches. They come from a wide range of industries — from investment bankers to management consultants to actors.

The one-on-one meetings support you in making your own and coherent decisions, clarifying your goals and finding solutions.

### SELECTED BENEFITS:

- Strengths/weaknesses reflection
- Development of new perspectives and options for action
- Improved self-organization
- Stress resistance
- Dealing with exam fears, blockades, motivation problems
- Determination of the position of the person
- Clarification of goals — development of strategies to achieve goals
- Assessment of potential career options



## LEARN AND BENEFIT FROM THE BEST: THE ALUMNI NETWORK

EBS is the oldest private university in Germany. Our alumni network is close-knit, global and successful — with over 3,800 organized members in leading positions at law firms, companies and organizations in more than 30 countries.

At events such as the EBS Alumni Insights, regional alumni get-togethers and more, alumni actively meet students. People exchange ideas, network and support each other on the path to greater success. In doing so, the alumni accept their responsibility towards their alma mater and act as mentors for upcoming business professionals and lawyers.

In addition to the personal one-on-one contact, regular joint events for mentors and mentees promote exchange and coherence — also across faculties between lawyers and business economists.

Particularly valuable are the trainings offered by EBS Alumni in cooperation with outstanding trainers on topics such as rhetoric, negotiation techniques or the Business Etiquette Seminar. Thanks to the alumni's contacts in the business world, there is practically always a contact person when it comes to internships or input for term papers and Bachelor theses. Regardless of whether the focus is on one's own education and training or on building up a personal network: The EBS alumni are an important pillar of support already during the education.

### EXCLUSIVE OFFERS:

- EBS Alumni Training Programme
- EBS Alumni Network Events
- EBS Alumni Jobs Backstage (exclusive tours of companies in relevant industries)



# THE PATH TO QUALITY EDUCATION. THE APPLICATION PROCESS.

The program places high demands on its participants in order to provide a consistently high-quality education. In a structured selection process, the overall picture of several factors leads to success.

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## OBTAI N A SUPERVISORY COMMITMENT FROM AN EBS SENIOR OR ASSOCIATE PROFESSOR.

Minimum requirements:

- Minimum academic study semesters: 8 (diploma, master, state examination)
- Minimum ECTS (BSc and MSc): 300 ECTS; at least 60 ECTS in the master's programme
- Final grade of the highest degree at least "good" (GPA of 2.0 or higher)
- Very good knowledge of English: the completion of a fully English-language course of study (degree: Bachelor, Master or Diploma) at a university or the result of a recognized test (e.g., TOEFL IBT score with at least 100 points or IELTS (academic) score with at least 7.5 points) or a certificate (at least C1 level)
- Optional admission criteria by the first supervisor: Graduate Management Admission Test (GMAT) taken in the last five years with the score specified by the primary advisor

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## SUBMIT YOUR DOCUMENTS

- Written supervisory commitment from an EBS professor
- Short informal letter in English to the chair of the doctoral committee
- Curriculum vitae in tabular form
- High school diploma, certificates and transcripts, proof of English
- Declaration on honour
- If requested by the supervisor: GMAT

For external doctorate Students:

- Proposal for the dissertation project in English (3 pages) demonstrating relevance to and fit with the topics at EBS Business School
- Current doctoral supervision relationship (internal-external) of the first supervisor

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## ADMISSION BY THE EBS DOCTORAL COMMITTEE

In a final step, the EBS Doctoral Committee will carefully inspect your application and will decide on your admission to the doctoral program. We enrol internal doctoral students on an ongoing basis. External students are admitted to the start of the spring and fall term.

## THE TUITION FEES IN DETAIL

We know that studying at EBS is not cheap. However, because the ability of the individual applicant is what counts for us, we have created various financing and funding options. This makes it possible for every suitably qualified prospective student to obtain the best education with us.

	INTERNAL	EXTERNAL
Tuition Fees (per semester)	0 EUR	2,280 EUR
Registration fee	0 EUR	3,460 EUR
Examination fee	450 EUR	750 EUR



## CONTACT DOCTORAL OFFICE:

The team of the Doctoral Office will be happy to advise you on your application to the doctoral programme of EBS Business School, assist you in establishing contacts and is always available to answer any organizational questions you may have before, during and after your doctorate.



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### PETRA KAUFHOLD

*Doctoral Office, Business School*

Phone: +49 611 7102 1767

E-Mail: [promotion@ebs.edu](mailto:promotion@ebs.edu)

## WE ARE PLEASED ABOUT YOUR VISIT: [www.ebs.edu/doctoral-studies](http://www.ebs.edu/doctoral-studies)

Here you will find detailed information on doctoral studies at EBS Business School as well as the current doctoral regulations and the doctoral fee schedule.

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