



Research

Focus



strategic leadership



branding

innovation

Research Focus: „Strategic Lea

Product and process innovation processes, the development and maintenance of strong brand linked components of consistent and successful leadership within organizations. Up until now factors in **small to medium-sized businesses** which dominate the European business lands of **strategic leadership, innovation and branding**.



~ How does strategic leadership influence the **innovation capabilities** of

Projects include the topics of

- Cognition of Success in M
- Brand Communities in the
- Growth in Small and Middl
- Aboriginal Tourism Entrepr
- Family Businesses as Bra
- Success Factors of Small
- Influence of Leadership Va
- Management of Cultural-to
- Development of Large Eur
- Internal Brand Building: St

How can **brand development processes** concerning business organizations, public institutions as well as their products be influenced in a manner to create strong **emotional bonds** with and among stakeholders which are important to the organization, and reinforce its innovation capabilities?

Projects include the topics of:

- Brand as Complex Social Phenomena
- “Sell value, not price”
- Potential Non-conscious Influences on Consumers
- Brand Development and Online Consumer Agency
- Consumer Devotion
- Brand Reputation - A Stakeholder Perspektive
- The Relationship between Store and Brand
- Dynamic Pricing in B2B relationships
- Leadership Company – What are leader tasks that cannot be delegated?
- Internal Branding – Structures as Antecedents of Employee Commitment

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branding

for further information see

<http://www.uibk.ac.at/immt/resea>

Leadership - Branding - Innovation“

ds, as well as a kind of leadership which promotes innovation and branding seem to be closely
w however, there is a lack of research concerning the effect of specific combinations of these
scape, and in **public institutions**. Therefore, our research focuses on the **interrelationship**

hip within businesses and public institutions help **strengthening the**
the organization and **promote branding**?

of:

Music Theatre

Arts

Small-sized Enterprises – Opportunities and Threats

Entrepreneurship

Start-ups in Services

Enterprises

Values - A Holistic Approach

Tourism Destinations

European Corporations

Structures as Antecedents of Employee Brand Meaning

Strategic leadership



innovation

How can the **capabilities** required for **successful innovations** be effectively and efficiently acquired, developed, distributed and used in a network of stakeholders?

Projects include the topics of:

- Knowledge-sharing and Creation
- (Virtual) Communities of Practice
- Innovation Friendly Corporate Culture
- Methods of Customer Integration in New Product Development
- Product Development Processes in Alpine Tourism
- Measurement of Innovation in Tourism
- Determinants of Innovation in Tourism
- Knowledge Sharing in (Music) Festival Organizations
- Creative Tourism
- Heritage Tourism

Research Funding	
Research Projects	21
Scholarships	2
Funding for Events/Conferences	2
Mission Oriented Research Projects	7

The Department in Numbers - 2006

Human Capital

Professors	3
Associate Professors	6
Assistant Professors	6
Scientific Employees	5
Secretaries	4
Project Assistants	3,6

Scientific Achievements

Habilitations	3
Dissertations	2
Scientific Awards	1
Other Achievements	2

Scientific Publications

Books	Monographies	5
Journal Articles	in A-Journals	0
	in B-Journals	8
	in C-Journals	9
	in D-Journals	7
	Proceedings	9
Elektronic Publications		6
Book contributions		55
Other		2
Impact	Accumulated Citations (SSCI)	90

Networks

Active Memberships	15
Passive Memberships	38
Publications with External Co-Authors	68
Exchange Programms	2

Relational Capital

Assistant Lecturers	38
Visiting Professors	7
Visiting Scholars	32

Teaching

Semester periods per week	315
Semester period per week in English	15
Teaching evaluation per employee	1,67
Graduates	391
Master Theses (advised)	90
Dissertations (advised)	13

Presentations

Brown Bags	13
Project Meetings	2
Poster Presentations	1
Applied Presentations	50
Invited Presentations	21
Contributions as Chairman	8
Key Note Lectures	3

Services to Scientific Community

Organization of Congresses	5
Edited Books	19
Edited Proceedings	1
Edited Journals	17
Practice-oriented Presentations	22
Reviews for Journals and Research Funding Instituts	27
Boards of International Conferences	3
Membership in Commissions	58