

2025 Sharing Information on Progress **(SIP) Report**

Hochschule Mainz, University of
Applied Sciences

September 2025

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“ The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs). ”

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about Hochschule Mainz, University of Applied Sciences, including key details and basic institutional data.

Mission

Mission of University

Mainz University of Applied Sciences is a practice-oriented institution with a strong regional foundation and an expanding international outlook. We offer a diverse portfolio of interdisciplinary degree programs in business, design, engineering, and informatics - many of which are dual, part-time or globally connected. By working closely with industry, public institutions and civil society, we ensure that academic learning translates into practical impact.

We are committed to equipping students, staff and partners with the skills, values and mindset needed to shape a sustainable, socially just and digitally enabled future. Our academic culture is rooted in student-centred teaching, applied research and strong regional engagement, while addressing global challenges through international partnerships.

As an applied university grounded in both regional responsibility and global awareness, we empower our community to respond to the complex transformations of our time - demographic shifts, digital disruption, climate change and social inclusion. We educate responsible and engaged individuals who are prepared to lead with purpose, integrity and impact.

Mission – School of Business

The School of Business plays a leading role in this mission by offering applied, interdisciplinary programs that combine business administration, business law, IT and media, preparing students to navigate a world shaped by digitalization, sustainability and global transformation.

Vision

Vision of University

Transforming Knowledge for a Resilient Future

Mainz University of Applied Sciences aims to be a leading hub for transformative education and applied research. We envision a vibrant and inclusive academic community where interdisciplinary collaboration, innovation and sustainability shape education, research and institutional practice. As we respond to global disruptions—from climate change to digital innovation—we strive to:

be a hub for applied, transformative research and education,
develop digital, ecological and social innovations in close collaboration with business and society,
create flexibility and global engagement through international double degrees, interdisciplinary programs and innovative study formats,
empower diverse learners to become critical thinkers and responsible leaders,
and foster resilient, adaptable solutions for tomorrow's challenges.

We aim to create an academic environment that empowers our students and staff to be agents of positive change.

Strategy

Strategy

Strategy of University

Mainz University of Applied Sciences pursues a holistic strategy to embed sustainability, digital transformation and social responsibility across all areas of the university. Guided by the SDGs, PRME principles and the university's development plans, our key priorities are:

1. **Curriculum Integration:** Sustainability and digitalization are embedded as cross-cutting themes in all degree programs, supported by interdisciplinary modules and practice-based learning.
2. **Applied Research & Innovation:** We focus on transformation-oriented topics such as climate resilience, digital ethics, and sustainable business, fostering collaboration across disciplines.
3. **Practice & Partnership:** Strong ties to business, public institutions and civil society ensure that education and research stay relevant, hands-on and impactful.
4. **Inclusive & Flexible Education:** Through dual and part-time programs, international tracks and integrative projects, we offer accessible, future-ready learning pathways.
5. **Sustainable Governance:** We align our institutional development with the sustainability guidelines adopted by the universities of Rhineland-Palatinate, which are based on the German Sustainability Code adapted for higher education and promote transparency, diversity and participation within our academic community.

Strategy Alignment

Strategy Alignment

Strategy Alignment of School of Business

Sustainability development: The school of Business integrates **sustainability as a cross-cutting theme** across its programs:

- The curriculum has been expanded with updated and newly introduced a dedicated "Global Sustainability" track in the Business Administration Bachelor's program with modules such as "Creating Shared Value" "Sustainability Reporting" focused on ESG topics

- Curricular revisions of the Management MSc study structure reflect current **environmental, social and governance (ESG) challenges**, regulatory developments and global sustainability goals in modules such as SCM, Transformation & Change Management and a newly developed project module Sustainability with companies
- Students are encouraged to engage with real-world ecological and social transformation processes through applied projects and case studies.

This commitment directly supports **SDGs** like Goal 4 (Quality Education), Goal 12 (Responsible Consumption and Production), and Goal 13 (Climate Action).

Common good: The faculty emphasizes **public value, ethics and inclusion** in several ways:

- Ethical considerations are increasingly integrated into curricula (e.g. compliance, legal frameworks, digital ethics).
- Student-centred education and **civic engagement opportunities** (e.g. Studium Integrale options) promote a sense of responsibility and contribution to society.
- As part of the Business Administration Bachelor's program, the elective module "Social Sustainability" provides students with the opportunity to engage in a real-world service learning project in collaboration with social entrepreneurs in Africa.

These efforts foster competencies aligned with the **common good**, preparing graduates to lead responsibly in both the private and public sectors.

Quality education: The School of Business promotes high-quality, **inclusive and future-ready education** through:

- A broad, interdisciplinary portfolio of bachelor's and master's programs in **business, law, informatics, and digital media**.
- Continuous **curricular innovation**, including modular study paths, international mobility, and flexible formats (dual, part-time, practice-integrated).
- Strong emphasis on **practical relevance**, interdisciplinary collaboration, and real-world partnerships with employers and alumni.

These priorities reflect a strong alignment with **SDG 4 (Quality Education)**, particularly targets 4.3 (equal access), 4.4 (skills for employment), and 4.7 (education for sustainable development and global citizenship)

Institutional History

Institutional History



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Graduates & Enrollment

2024 Statistics	Number
Graduates	618
Faculty & Staff at the University	530
Faculty & Staff at the Institution	530
Student Enrollment at the University	5500
Student Enrollment at the Institution	2629
Undergraduate Attendance	1856
Masters-Level Postgraduate Attendance	773
Doctoral Student Attendance	18

Degrees Offered



Bachelor Programs


 Bachelor of Science (B.Sc. or B.S.)
  Bachelor of Arts (B.A.)

Masters Programs

 Master of Science (M.Sc. or M.S.)
  Master of Arts (M.A.)












Undergraduate Degree Programmes

 Cyber Security Management B.Sc.
  International Business B.Sc.
  Information Systems dual B.Sc.

 Business Law LL.B.
  Business Administration (Public Service) dual B.Sc.

 Business Administration B.Sc.
  Business Administration dual B.Sc.

Masters Degree Programmes

-  Taxation LL.M.
-  International Management Franco-Allemand M.A.
-  International Management - Latin America M.A.
-  Auditing (on-the-job) M.Sc.
-  Management (on-the-job) M.Sc.
-  Labor Law and HR Management LL.M.
-  Business Administration M.Sc.
-  International Business M.A.
-  Management M.Sc.
-  Business Law & Compliance (on-the-job) LL.M.
-  IT Management (on-the-job) M.Sc.



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Institutional Engagement

0% - 25%

of faculty at Hochschule Mainz, University of Applied Sciences actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Who Champions Responsible Management Education at Our Institution

- ❖ Individual leader
- ❖ Interdisciplinary efforts across business school
- ❖ Establishment of a central point of responsibility
- ❖ Membership of the PRME network is to be established on a permanent basis. A working group is currently being formed under the leadership of Prof Dr Rank. See FBR minutes 15.01.2025.

Student Voices

The following narrative demonstrates how Hochschule Mainz, University of Applied Sciences has influenced students' academic journey and personal growth.

Student Voice

The topic of sustainability has hardly been dealt with intensively in many economics courses to date. Although it is mentioned in a few lectures, it is not discussed any further. Most of us know that sustainable action is now essential and has become indispensable. Sustainability ensures long-term economic success. It is therefore all the more relevant that we learn about this during our studies. The restructuring of the Master's degree course in Management at Mainz University of Applied Sciences has firmly integrated the topic of sustainability - not just as a fleeting topic in some lectures, but as the main focus of courses.

The guiding principle of sustainable action was dealt with particularly strongly in the "Sustainable Procurement" module. There it became clear that sustainable management does not just start with the end product, but already in the supply chain. We dealt with questions like these: Where do raw materials come from? Under what conditions are they produced? And how can companies take responsibility for what happens outside their own four walls? I was impressed by the change in perspective that purchasing should not only be based on price, but also on ethical and ecological criteria. This realization changed my understanding of entrepreneurial activity considerably.

Things got really concrete in the sustainability project. Together, we worked on a real project for a company that involved the implementation of sustainability goals. It was not only about ecological sustainability, but also about social sustainability. Here, the theory of sustainability suddenly became practice. We had to find creative solutions, deal with conflicting goals and still remain realistic. The module made it clear to me that sustainability does not mean foregoing economic success, but rather rethinking it.

These experiences have changed my perspective on my professional future. I want a job in which I can work in an economically sensible way and at the same time make a contribution to a fairer and more environmentally conscious world. I have learned that you can't change everything as a single person, but you can start.

Student Awareness

0% - 25% of students at Hochschule Mainz, University of Applied Sciences are aware that we are a PRME Signatory Member.

Student Engagement

0% - 25% of students at Hochschule Mainz, University of Applied Sciences actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Values Voices

Values Voices

A PRME working group at School of Business is working on future enhancement of sustainable development for specific modules in different study programs.

Celebrating Values

The following demonstrates a way in which our institution celebrates values in various specializations.

Central Equal Opportunity

[What we offer - Hochschule Mainz](#)



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Courses that support RME

Hochschule Mainz, University of Applied Sciences reports 9 courses in 2024 that support responsible management education and sustainable development goals.

Sustainable International Economics

| 964M-101-ME

The course addresses topics in international trade and finance with a special focus on the impact of trade openness on economic and societal development in emerging markets and developing economies. Among others, the course deals with the following questions and subjects, covering multiple SDGs related to economic, ecological and societal objectives



Fundamentals of Environmental and Climate Protection Policy

| Unbekannt

Participants in this course develop an accounting scheme for environmental costs and contributions of companies for selected industries. The outcome is an extended balance sheet and profit/loss accounting, which includes non-internalised costs and contributions of the company. The monetization of environmentally relevant activities (production of emissions, sourcing of energy-intensive inputs, selling of environmentally harmful products, etc.)

Understanding the concept of monetization in the context of environmental and social sustainability
Assessing sustainable business operations across the global value chain, including up- and downstream
Identifying and assessing major corporate impacts and risks relating to social and environmental sustainability across industries



Introduction to Business

| 3151

Business administration in the system of sciences: basic concepts and history of the subject • Constitutive business decisions: choice of business purpose, legal form, and location • Second part of the lecture, taught in English: Introduction to the different functional areas such as supply chain management, operations, marketing & sales, human resource management, finance, IT, as well as management and leadership • Business simulation game (TopSim) – carried out as group work

After successfully completing the Introduction to Business module, students will be able to:

- explain key business management concepts such as turnover, profit, productivity, and profitability, as well as the key concepts of the various functional areas,
- explain and critically analyze business management goals, interrelationships, and conflicting goals, such as the role of profit,
- identify and explain dependencies and interfaces between functional areas,
- identify and explain dependencies and interfaces between functional areas,
- list and explain the constitutive decisions, in particular questions of legal form and choice of location, and solve them for exemplary cases.
- to organize themselves better thanks to the necessary preparation and follow-up work, and, thanks to group work, not only to solve business management issues systematically, but also to visualize and present the results.

Thanks to the integrated business simulation, students have learned:

- to apply the knowledge they have acquired about the various functional areas of a company by solving business management tasks such as investment, production, and marketing planning for a fictional company, taking into account the various interdependencies.
- to work together in teams, discussing critical aspects and making joint decisions.



Strategic Management

| 3453

1. Management basics: mission/purpose, vision, goals, strategy and corporate culture 2. Corporate Governance and business ethics 3. Strategic Management Process 4. Strategic Management tools and frameworks 5. Selected recent topics, such as Sustainability or digitization and AI

Learning outcomes/competencies After successful completion of the module Strategic Management, students will be able to:

- explain fundamental terms in Strategic Management such as mission/purpose, vision, goals, strategy and corporate culture.
- name and explain the single steps, the corresponding tools and frameworks of the strategic management process.
- examine and describe corporate and business strategies.
- analyse strategic challenges with a holistic perspective
- apply selected management tools in order to analyse a company's external and internal environment.
- critically evaluate existing frameworks in strategic management
- develop strategic options, apply generic strategies and select appropriate options for strategy implementation and strategic control.
- discuss and present strategic management issues, eg. sustainability or AI
- decide in teams on strategic issues in case studies



Sustainability Project

| 996-61405

When asked “Profit or sustainability?”, the answer increasingly heard from business practice and academia is the same: “Both!” based on the stakeholder approach. The planetary boundaries of the Earth (e.g., climate impacts according to Ripple et al., 2023) and the associated rethinking are sparking a discussion about management approaches in large and medium-sized companies. Shaping these social and economic transformations in a positive way and seeing them as a business opportunity is the basis for this sustainability approach. Introduction • Selected fundamentals of sustainable business administration • Introduction to the topic of sustainability with the dimensions of ecological, social, and economic sustainability • Insight into the shared values approach and the role of companies in the context of sustainable development • Selected legal aspects and corporate governance as framework conditions for sustainable corporate development • Project management approach for case processing • Project management approach to case studies • Outlook on sustainability in the international discussion

Qualification objectives/skills/learning outcomes Upon successful completion of the module, students will be able to: • classify business administration from the perspective of sustainable management with reference to the 17 UN Sustainable Development Goals (2015). • apply the most important core concepts and selected models of sustainable management in practice, e.g., on the basis of the Global Standard Act and ESG reporting approach. • understand the scientific concepts of sustainable business administration according to Ernst, Sailer & Gabriel (2021) and historically based on the corporate social responsibility (CSR) approach (Caroll, 1979). • Understand the expanded role of companies in society and in business management practice. • Integrate the various dimensions of sustainability into corporate functions. • Work on a corporate assignment in project groups and present the results to the team. • Apply various project work techniques, including virtual ones (e.g., Team Canvas, GRPI, collaboration tools). • Develop relevant questions, conclusions, and plans for the project team and act independently. • Critically reflect on the economic, social, ecological, and cultural implications of sustainability and discuss them with others. • Outline a sustainable transformation in organizations and society (e.g., with the transfer goal of giving back “something valuable” to the Mainz region as Mainz students) and present it as a project result. • Integrate sustainability into your own future professional role through team project work.



Sustainable Procurement

| 996-56734

The role of procurement for corporate success and (global) sustainable supply chains • Strategic versus transactional PSM processes: How to organize PSM and changing buyer profiles • Deriving category strategies applying a state-of-the-art sourcing template and contemporary spend analysis tools, e.g. Sievo • Devising supplier management and development processes, based on sustainability targets • Selecting and calculating economic, environmental and social KPIs in procurement • Supply risk management in light of supply disruptions (e.g. COVID-19) and changing legal requirements (e.g. German Supply Chain Due Diligence Act) with contemporary risk analysis tools (e.g. Risk Methods, Prewave, HGS Research)

Upon successful completion of the module, participants will be able to: • explain the importance of procurement for achieving corporate success and implementing sustainable global supply chains. • describe the strategic source-to-contract (S2C) and transactional purchase-to-pay (P2P) processes and their relevance for sustainability, incl. current digitalization trends. • explain why cross-functional collaboration is essential for sustainable procurement and how it might be improved. • derive a procurement strategy from corporate strategy. • derive a category strategy from analyzing internal demand and the supply market, based on a state-of-the-art template, and discuss related trade-offs. • derive supplier management and development processes, based on sustainability targets. • define and calculate basic economic, environmental and social key performance indicators (KPIs) in procurement. • make decisions in teams. • analyze, justify and present their decisions in case study discussions



Current Issues in Economic Policy

| Unbekannt

The module addresses current issues in economic policy and examines them against the backdrop of economic models. Problems and solutions to current economic policy issues are the focus of discussion. As a consequence of the current relevance of the topics, the topics covered may vary from semester to semester and may focus, for example, on the following areas of economic policy: monetary policy, short-term supply and demand policy, medium to long-term growth policy, fiscal policy, labor market policy, industrial policy, and trade policy. Standard microeconomic and macroeconomic models are specifically refreshed and supplemented with reference to current topics. Basic knowledge of economics is therefore required.

Qualification objectives/skills/learning outcomes After successfully completing the module Current Issues in Economic Policy, students will be able to : name and explain current economic policy issues, analyze identified current economic policy problems using relevant theoretical content from

specialized literature, assess the suitability of implemented and/or planned economic policy measures against the background of the formulated political goal, present and compare alternative economic policy measures and, on this basis, evaluate economic policy discussions.



Sustainable Global Value Chains

| Unbekannt

Sustainability and resilience in a global economy in light of supply disruptions (e.g. COVID-19) and changing legal & reporting requirements (e.g. German Supply Chain Due Diligence Act; Global Reporting Initiative) • Global value chains (in the field of international business) versus global supply chains (in the field of supply chain management) • Global value chain configuration and governance (for economic, social and environmental upgrading) • Sustainable Supply Chain Design (SSCD) and related capabilities for creating shared value • The role of (social) intermediaries for creating shared value • Moving toward a circular economy: From chains to systems • Circular Supply Chain Design (CSCD) and related capabilities

Upon successful completion of the module, participants will be able to: Explain the importance and provide examples for the role of sustainability in global value and supply chains. Summarize key governance mechanisms in global value chains. Illustrate different supply chain designs geared toward creating shared value. Characterize certain key capabilities for creating shared value. Discuss differences and similarities between the global value chain and global supply chain literature. Make decisions in teams. Analyze, justify and present their decisions in case study discussions.



Sustainability Reporting

| Unbekannt

The module addresses current issues in economic policy and examines them against the backdrop of economic models. Problems and solutions to current economic policy issues are the focus of discussion. As a consequence of the current relevance of the topics, the topics covered may vary from semester to semester and may focus, for example, on the following areas of economic policy: monetary policy, short-term supply and demand policy, medium to long-term growth policy, fiscal policy, labor market policy, industrial policy, and trade policy. Standard microeconomic and macroeconomic models are specifically refreshed and supplemented with reference to current topics. A basic knowledge of economics is therefore required.

After successfully completing the module Current Issues in Economic Policy, students will be able to :
name and explain current economic policy issues, analyze identified current economic policy problems using relevant theoretical content from specialist literature, assess the suitability of implemented and/or planned economic policy measures against the background of the formulated political goal, present and compare alternative economic policy measures and, on this basis, evaluate economic policy discussions.



Teaching Awards

In 2024, 1 award was given to faculty and educators at Hochschule Mainz, University of Applied Sciences.

Innovation in Teaching

Granter: -

Grantee: Prof. Dr. Hensel

Award Description:

Prof. Dr. Hensel runs the virtual course “Creating Shared Value” with partners from East Africa. This initiative has been awarded the “Innovation in Teaching” prize twice.

Teaching Voices

The following statement demonstrates ways in which educators at Hochschule Mainz, University of Applied Sciences support sustainability and responsible management in their classrooms.

Teaching Voices

Sustainability can be found in module descriptions; FASL examines the module handbooks of the degree programs for adaptation options

Increasing the attractiveness of the entire range of courses by (further) developing contemporary courses that are oriented towards current topics

The topic of sustainability should also be more firmly anchored in regular lectures.

Strengthening the social responsibility of students through the introduction of “social credits”

Fostering Innovation



Somewhat

Teaching and learning at our institution moderately support innovation.

Experiential Learning



Somewhat

Teaching and learning at our institution moderately support experiential learning.

Learning Mindset



Somewhat

Teaching and learning at our institution moderately support a lifelong learning mindset.

Method of Teaching and Learning



In person

Traditional classroom-based learning with face-to-face instruction.

Additional Evidence

HSM_Forum_2025-01_Tiny House With A Big
Impact 30

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Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

Research vs Research for RME/Sustainable Development

3 Peer-reviewed articles were published by Hochschule Mainz, University of Applied Sciences from this past calendar year. **vs** **2** Peer-reviewed articles were published by Hochschule Mainz, University of Applied Sciences from this past calendar year in support of RME.

Research Funding

In 2024, Hochschule Mainz, University of Applied Sciences was awarded funding for research that is:



**Institution
Specific**



National



International

Socializing Research

In 2024, Hochschule Mainz, University of Applied Sciences contributed research findings to:

- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ International media
- ❖ Local media
- ❖ Open-access platforms
- ❖ Public events and lectures
- ❖ Research collaborations
- ❖ Social media and digital outreach

Research Projects

In 2024, Hochschule Mainz, University of Applied Sciences reported 3 research projects that implemented responsible or sustainable activities.

EMPOWER

Period Covering: December, 2022 - December, 2025

Department: Business Administration | Human Resource Management | Economics

As a cross-university transfer alliance in Rheinhessen/Vorderpfalz, EMPOWER serves to strategically strengthen innovation and transfer, particularly in Rheinhessen/Vorderpfalz as part of the Rhine-Main-Neckar region.

Each university focuses on a transfer topic in which it already has extensive expertise. Mainz University of Applied Sciences concentrates on the topic of connectivity, while Mainz Catholic University of Applied Sciences focuses on the topic of health. The thematic focus of the TH Bingen is on sustainability. Worms University of Applied Sciences focuses on cyber security. HWG Ludwigshafen, on the other hand, focuses on the topic of New Work. The five megatrends offer numerous interdisciplinary interface topics that require networking of the transfer activities of the universities in the transfer alliance and are dealt with across all topics in the transfer hub.

In accordance with the transfer concept, EMPOWER pursues two strategic objectives, one of which is aimed at non-university partners and the other at the universities:

The externally oriented strategic objective, which aims to develop science-based solutions with an innovative character for current and future issues at regional level together with partners from society, science, business and culture, spans the fields of action of strengthening regional innovative strength, the perceptible design of transfer and the joint provision of impetus. The bundling of thematic competencies in a transfer hub with the formulation of interdisciplinary focal points and the implementation of cross-university projects with high practical relevance strengthen regional innovative power. As a methodical approach, co-creation and open innovation allow the identification of transfer and innovation potential through the early involvement of external partners, but require systematic and strategic networking and a corresponding exchange with external partners in the region. Publicly visible transfer formats with strategically relevant partners and effective public communication are essential in order to make transfer perceptible. By deriving innovative topics from the needs of the region and establishing transfer formats that provide impetus, there are opportunities to convey ideas to the region and its stakeholders.

The second strategic, inward-looking objective, which aims to promote the sustainable development of knowledge and skills for solving current and future issues and to provide an environment conducive to transfer for researchers at the five universities, focuses on the fields of action of consolidating knowledge and skills and professionalizing transfer within EMPOWER. Interdisciplinary knowledge and the associated skills and abilities that are acquired and developed within the transfer alliance are systematically structured, stored and made accessible in a knowledge and skills base in line with the concept of a learning organization in the sense of sustainable knowledge management. Scientists can access current knowledge developed in the Transfer Alliance at any time. They can also use this base to find out who has the relevant expertise and is available as a contact person. The plan is to gradually

make this knowledge available to the public via open access formats. It is also important to professionalize transfer through adequate staffing and equipment of the transfer hub as well as professional administrative support for scientists.

EMPOWER is funded by the BMBF in the “Innovative University” program line. EMPOWER started on 1.01.2023.



VORAN - Decisions and Behavior: Strengthening Sustainability Orientation in Business and Society

Period Covering: October, 2025 - September, 2028

Department: Business Administration

The VORAN Research College, in cooperation with the University of Trier, explores various perspectives on the sustainability transformation through doctoral tandems between professors from Mainz University of Applied Sciences and the University of Trier:

- from the financing of sustainability projects (Tandem 1),
- to promoting environmentally sustainable behavior in organizations (Tandem 2),
- to the design of procurement processes (Tandem 3),
- and the use of immersive technologies for transformation processes (Tandem 4).

What unites them is the aim of generating scientifically sound insights for effectively linking economic efficiency requirements with ecological sustainability goals in decision-making contexts.

Doctoral Project “Promoting Environmentally Sustainable Behavior in Organizations” (Tandem 2)

This research project examines the determinants of employees’ environmentally sustainable behavior in organizations from an organizational psychology perspective. It focuses on the potential influence of actively shapeable factors, such as organizational culture and leadership behavior, as well as their interaction, in order to foster environmentally sustainable employee behavior.

If you like, I can also produce a **shorter, more reader-friendly version** that would work well for a website or brochure. That would make it easier to digest while keeping the key details.

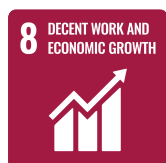


Start Ups

Period Covering: December, 2020 - December, 2025

Department: Business Administration | Entrepreneurship | Economics

The following companies have been created since 2021 through spin-offs involving at least one member of the FB W: Mynt, Paradys, Founders League, E4rth, SWOTBot



Research Awards

In 2024, Hochschule Mainz, University of Applied Sciences was awarded 1 research award for responsibility- and/or sustainability-related research.

Emerald Literati Awards

Granter: International Journal of Operations & Production Management (IJOPM)

Grantee: Prof. Dr. Lydia Bals

Award Description:

Scientific journal honors Professor Lydia Bals for her work. Prof. Dr. Lydia Bals was honored for her outstanding work as Associate Editor of the scientific journal “International Journal of Operations & Production Management (IJOPM)” at this year’s Emerald Literati Awards and named Outstanding Associate Editor 2023. High-quality research published in IJOPM is made possible by a team of outstanding associate editors and reviewers who provide authors with constructive feedback and valuable advice on the path to publication. As Professor of Business Administration with a focus on materials management, production management, logistics and supply chain management, Lydia Bals has been an Associate Editor at IJOPM since September 2022. This position was preceded by seven years as a reviewer for this internationally renowned journal. Lydia Bals emphasizes: “IJOPM is known for its high standards of scientific excellence and its efficient processes – I am very pleased to be part of the Associate Editor team and am extremely grateful for this recognition!” The community of the International Journal of Operations & Production Management and Emerald Publishers would also like to thank Lydia Bals and the entire IJOPM Associate Editor team for their tremendous dedication and valuable contributions!

Research Presentations Related to RME and/or Sustainability

In 2024, Hochschule Mainz, University of Applied Sciences gave 13 research presentations related to RME and/or sustainability.

Conferences and Publications: : Reconceptualizing Value Creation for Regenerative Supply Chains

Authors: Lydia Bals | Kelsey Taylor | Eugenia Rosca | Wendy Tate | Francesca Ciulli | Nazli Turken | Liliane Carmagnac | Aline Seepma

Date of publication: August, 2025

Department: Business Administration

1. Rosca, Eugenia/Taylor, Kelsey/Tate, Wendy/Bals, Lydia/Ciulli, Francesca/Turken, Nazli/Carmagnac, Liliane/Seepma, Aline (2025): Reconceptualizing Value Creation for Regenerative Supply Chains: Elaborating the Role of Non-Traditional Actors, presented at IPSERA Conference in Rotterdam, NL.



Conferences and Publications: Supply Chain Resource Orchestration Towards Regeneration: The Enabling Impact of Collective Action

Authors: Lydia Bals | Kelsey Taylor | Felicia Kemmner

Date of publication: August, 2025

Department: Economics | Business Administration

1. Taylor, Kelsey/Kemmner, Felicia/Bals, Lydia (2025): Supply Chain Resource Orchestration Towards Regeneration: The Enabling Impact of Collective Action, presented at IPSERA Conference in Rotterdam, NL.



Conferences and Publications : Supply Chain Resource Orchestration Towards Regeneration: The Enabling Impact of Collective Action

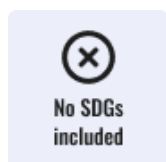
Authors: Lydia Bals | Kelsey Taylor | Felicia Kemmner

Date of publication: August, 2025

Presented at: IPSERA Conference in Rotterdam, NL. | presented at the 12th EurOMA Sustainable Operations and Supply Chains Forum (held online).

Department: Business Administration | Economics

1. Taylor, Kelsey/Kemmner, Felicia/Bals, Lydia (2025): Supply Chain Resource Orchestration Towards Regeneration: The Enabling Impact of Collective Action, presented at IPSERA Conference in Rotterdam, NL.



Conferences and Publications : Taylor, Kelsey/Kemmner, Felicia/Bals, Lydia (2024): Enabling Radical Sustainability: Collective Action in Regenerative Supply Chains, presented at the DSI Annual Conference in Phoenix, AZ, USA.

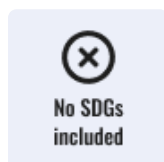
Authors: Lydia Bals | Kelsey Taylor | Felicia Kemmner

Date of publication: August, 2025

Presented at: presented at the DSI Annual Conference in Phoenix, AZ, USA.

Department: Business Administration | Economics

The paper explores how **collective action in regenerative supply chains** can enable radical sustainability. It focuses on how organizations can go beyond individual measures and collaborate to design supply chains that are not only less harmful but actively regenerative, thereby strengthening ecological and social systems.



Conferences and Publications: : Taylor, Kelsey/Ciulli, Francesca/Bals, Lydia (2024): Pathways to Scaling International Impact: Exploring Capabilities in B Corps

Authors: Lydia Bals | Kelsey Taylor | Francesca Ciulli

Date of publication: August, 2025

Presented at: presented at AOM, Chicago, United States.

Department: Business Administration | Economics

1. Taylor, Kelsey/Ciulli, Francesca/Bals, Lydia (2024): Pathways to Scaling International Impact: Exploring Capabilities in B Corps, presented at AOM, Chicago, United States.



Conferences and Publications: :Strobel, Maria/Taylor, Kelsey/Bals, Lydia/Rosca, Eugenia (2024): Creating Shared Value Through Meta-Organizational Common Good Human Resource Management,

Authors: Lydia Bals | Kelsey Taylor | Eugenia Rosca | Maria Strobel

Date of publication: August, 2025

Presented at: presented at AOM, Chicago, United States.

Department: Business Administration | Economics

The paper explores how **meta-organizational Common Good Human Resource Management (HRM)** can create shared value for all stakeholders. It emphasizes that HR practices can be designed not only within single organizations but also through **cross-organizational collaboration**. Such cooperation enables the development of shared resources, capabilities, and structures that benefit both organizations and the common good.



Conferences and Publications: :Kelsey Taylor, Francesca Ciulli, Wendy Tate, Lydia Bals, Nazli Turken, Aline Seepma, Liliane Carmagnac and Eugenia Rosca (2024): Revolutionising supply chains: Innovative actors and forms of organising for sustainable supply chains

Authors: Lydia Bals | Kelsey Taylor | Eugenia Rosca | Wendy Tate | Nazli Turken | Aline Seepma | Liliane Carmagnac

Date of publication: August, 2025

Presented at: presented at Euroma, Barcelona, Spain.

Department: Business Administration | Economics

The paper explores how innovative actors and new forms of organizing can fundamentally transform supply chains toward greater sustainability. It highlights that not only established firms but also startups, social enterprises and other emerging actors play a key role in driving sustainable supply chains by creating new forms of collaboration and business models.



Conferences and Publications: Ronchini, A., Bals, L., Boffelli, A., Mclvor, R. & Moradlou, H. (2024): Relocating production through Additive Manufacturing : impacts on supply chain design, resilience and sustainability,

Authors: Lydia Bals | A. Ronchini | A. Boffelli | R. Mclvor | H. Moradlou

Date of publication: August, 2025

Presented at: presented at Euroma, Barcelona, Spain

Department: Business Administration | Economics

The paper examines how **Additive Manufacturing (AM)** i.e., 3D printing technologies enables production relocation and impacts **supply chain design, resilience, and sustainability**. It shows that AM allows for greater decentralization and regionalization of production processes, thereby increasing supply chain resilience while offering both ecological and economic benefits.



Conferences and Publications: : Bals, Lydia/Taylor, Kelsey (2024): Enabling Radical Innovations for Resource Conservation: Boundary Spanners and Collective Action in Regenerative Supply Chains, accepted | [DOI](#) but withdrawn at Euroma Sustainability Forum, Hamburg, Germany.

Authors: Lydia Bals | Kelsey Taylor

Date of publication: August, 2025

Department: Business Administration | Economics

The paper examines how radical innovations for resource conservation can be enabled in regenerative supply chains. It focuses on the role of boundary spanners, actors who bridge across organizations, and collective action as key mechanisms for developing regenerative supply chains. The aim is to demonstrate how cooperation and network building can foster innovations that go beyond efficiency gains and actively regenerate resources.



Conference & Publications: Rank, S. & Zwiener, J. (2024). Internal CSR as a driver for an attractive and sustainable employer: Positive employees' internal CSR perceptions foster their organizational identity toward their employer.

Authors: Susanne Rank | Jacqueline Zwiener

Date of publication: August, 2025

Department: Human Resource Management

The article examines the role of internal Corporate Social Responsibility (CSR), meaning CSR initiatives directed specifically at employees, such as health promotion, training, diversity, or work-life balance. The authors show that positive employee perceptions of such internal CSR strengthen their organizational identification. As a result, employees feel more connected to their employer, which in turn enhances employer attractiveness and the sustainability of the employment relationship. Thus, internal CSR is highlighted not only as an ethical field of action but also as a strategic instrument for employee retention and for building an attractive employer brand.



Conference & Publications: Ansorge, D. Gugerell, U. Pomper, B. Szaszko, & L. Werner (Eds.), Science Publishers Congress of the German and Austrian Psychological Societies, Vienna 2024 (1448).

| [DOI](#)

Authors: U. Ansorge | D. Gurgell | U. Pomper | B. Szaszko | L. Werner

Date of publication: August, 2025

Presented at: Science Publishers Congress of the German and Austrian Psychological Societies,
Vienna 2024

Department: Economics | Human Resource Management

The article demonstrates that internal CSR initiatives – those directly aimed at employees, such as training, diversity, or work-life balance – strengthen employees' organizational identification with their employer. This, in turn, increases the company's attractiveness as an employer and fosters a more sustainable employee-organization relationship.



Conferences and Publications: Palframan, J., Rank, S., Matthews, B. & Garg, N. (2025). Towards a values-based common good human resource management: Pathways to common good HR practices through workplace spirituality and contemplative practice. Presentation at the Common Good HRM Conference at WU Vienna

Authors: N. Garg | J. Palframan | Susanne Rank | B. Matthews

Date of publication: August, 2025

Presented at: HRM Conference at WU Vienna

Department: Human Resource Management

The paper explores how a values-based approach to Human Resource Management (HRM) can be developed in line with the concept of the “Common Good.” It highlights **workplace spirituality** and **contemplative practice** as pathways for shaping HR practices that are more oriented toward the common good. The aim is to create approaches that foster not only performance but also meaning, connectedness, and employee well-being.



Conference and Publications: Zwiener, J., Palframan, J. & Rank, S. (2025). Psychological empowerment as a mediator between volunteerism and employees' well-being. Presentation at the Common Good HRM conference at WU Vienna, March 11-12, 2025

Authors: Jacqueline Zwiener | Susanne Rank | J. Palframen |

Date of publication: August, 2025

Presented at: Presentation at the Common Good HRM conference at WU Vienna, March 11-12, 2025

Department: Human Resource Management

The paper examines the relationship between **employee volunteerism** and **employee well-being**, focusing on the mediating role of **psychological empowerment** (e.g., self-efficacy, autonomy, meaning). Findings suggest that volunteerism enhances well-being when it strengthens employees' sense of self-determination and influence.



Research Barriers

In 2024, Hochschule Mainz, University of Applied Sciences identified the following barrier to conducting research related to sustainability and/or responsibility:

- ❖ Time constraints



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Institutional Partnerships

- ❖ 87 partner universities worldwide
- ❖ GOAL (Global Outreach through Action and Leadership) for the implementation of the global Sustainable Development Goals (SDG)
- ❖ Local institutions and associations (IHK Rheinhessen, Mainzer Nachhaltigkeitstreff)
- ❖ Partner countries for the acquisition of ERASMUS funds -> International Week 2025 serves to network partners
- ❖ Permanent contact persons for business contacts at Mainz University of Applied Sciences
- ❖ Times Higher Education (THE) - angestrebt (HEP)
- ❖ University partnerships with countries in Sub-Saharan Africa, India and Southeast Asia

Student Organization Partnerships

- ❖ None

Partnerships

The following provides more details on 5 key partnerships at Hochschule Mainz, University of Applied Sciences.

Cooperation Partners (Master in career-integrated management)

Multi-level cooperation opportunities are to be intensified with cooperation partners.

Empower Transfer Alliance

As a cross-university transfer alliance in Rheinhessen/Vorderpfalz, EMPOWER serves to strategically strengthen innovation and transfer, particularly in Rheinhessen/Vorderpfalz as part of the Rhine-Main-Neckar region.

Each university focuses on a transfer topic in which it already has extensive expertise. Mainz University of Applied Sciences concentrates on the topic of connectivity, while Mainz Catholic University of Applied Sciences focuses on the topic of health. The thematic focus of the TH Bingen is on sustainability. Worms University of Applied Sciences focuses on cyber security. HWG Ludwigshafen, on the other hand, focuses on the topic of New Work. The five megatrends offer numerous interdisciplinary interface topics that require networking of the transfer activities of the universities in the transfer alliance and are dealt with across all topics in the transfer hub.

In accordance with the transfer concept, EMPOWER pursues two strategic objectives, one of which is aimed at non-university partners and the other at the universities:

The externally oriented strategic objective, which aims to develop science-based solutions with an innovative character for current and future issues at regional level together with partners from society, science, business and culture, spans the fields of action of strengthening regional innovative strength, the perceptible design of transfer and the joint provision of impetus. The bundling of thematic competencies in a transfer hub with the formulation of interdisciplinary focal points and the implementation of cross-university projects with high practical relevance strengthen regional innovative power. As a methodical approach, co-creation and open innovation allow the identification of transfer and innovation potential through the early involvement of external partners, but require systematic and strategic networking and a corresponding exchange with external partners in the region. Publicly visible transfer formats with strategically relevant partners and effective public communication are essential in order to make transfer perceptible. By deriving innovative topics from the needs of the region and establishing transfer formats that provide impetus, there are opportunities to convey ideas to the region and its stakeholders.

The second strategic, inward-looking objective, which aims to promote the sustainable development of knowledge and skills for solving current and future issues and to provide an environment conducive to transfer for researchers at the five universities, focuses on the fields of action of consolidating knowledge and skills and professionalizing transfer within EMPOWER. Interdisciplinary knowledge and the associated skills and abilities that are acquired and developed within the transfer alliance are systematically structured, stored and made accessible in a knowledge and skills base in line with the concept of a learning organization in the sense of sustainable knowledge management. Scientists can access current knowledge developed in the Transfer Alliance at any time. They can also use this base to find out who has the relevant expertise and is available as a contact person. The plan is to gradually make this knowledge available to the public via open access formats. It is also important to professionalize transfer through adequate staffing and equipment of the transfer hub as well as professional administrative support for scientists.

EMPOWER is funded by the BMBF in the "Innovative University" program line. EMPOWER started on 1.01.2023.

Experience exchange on sustainable development among companies in Mainz - "Mainzer Nachhaltigkeitstreff"

Prof. Dr. Rank is a member of this Sustainable Development Meeting, i.e. a network of sustainable managers in the region of Mainz, organized by the Volksbank Mainz Darmstadt

Schott AG, Deloitte & Rheinhessen Chamber of Industry and Commerce

In the innovative project module “Sustainability” in the module Management M.Sc., which takes place in cooperation with Schott AG, Deloitte and the Rheinhessen Chamber of Industry and Commerce, a further focus is placed on sustainability.

Cooperation Partners (Bachelor of Business Administration)

Relationships with cooperation partners are intensified with regard to multi-level cooperation opportunities (from guest lectures and teaching assignments to joint project work and solutions for practice-relevant topics)

Partner Voices

The following statement from our partners demonstrates ways in which our collaborations at Hochschule Mainz, University of Applied Sciences support sustainability and responsible management education.

Sustainability Project

Sustainability Project in the MSc Management – Another Success at SCHOTT AG

Five student teams in the MSc Management Sustainability Project have successfully completed their eight-week sprint, presenting innovative CSRD concepts on-site at SCHOTT AG in Mainz.

Guided by coaches from SCHOTT AG, Deloitte, and Hochschule Mainz, the teams delivered practical recommendations on topics from materiality analysis to climate risks. Project sponsor David Klein, Head of Sustainability at SCHOTT AG, praised the results: *“I would rate the whole experience as a complete success for the second time, and as always, it was great fun. I am now delighted to have been assigned a teaching role in this project module starting in the summer semester 2025.”*

The successful partnership with SCHOTT AG will continue in the next semester.



Practice

We adopt responsible and accountable management principles in our own governance and operations.

Institutional Policies and Practices

- ❖ Climate Action Plan: Creation of green spaces on campus; sustainability monitoring; establishment of a building management system; provide for more energy-efficient systems; consider energy efficiency and disposability in procurement
- ❖ No reports to date, but we are in process

Policy Documents Related to RME and/or Sustainability

Environmental Statement_State Agency for Real
Estate and Construction

[View document](#)  [Download document](#) 

Practice Awards

In 2024, Hochschule Mainz, University of Applied Sciences received 1 award for responsible and/or sustainable practices.

Award for Meerwert Helau

Granter: Unbekannt

Grantee: Bernhard Ostheimer

Award Description:

“Meerwert – Helau”: Mainz University of Applied Sciences Builds Sustainable Carnival Float Mainz University of Applied Sciences is once again bringing creativity and sustainability to the streets of Mainz. After debuting in 2024 with the much-noticed “Helau-O-Mat,” the university will participate in the 2025 Rose Monday parade with an interactive float under the motto “Meerwert – Helau.” The project highlights the urgent problem of plastic waste in the oceans and shows how tradition, innovation, and responsibility can be combined during Carnival. At the heart of the float is a giant octopus that doubles as a mobile deposit collection point. Spectators are encouraged to hand in their returnable bottles during the parade. Each bottle counts: the number collected is displayed on large LED screens attached to the float. At the end of the procession, the proceeds from the bottles will be donated to organizations committed to “litter fishing” in rivers, lakes, and seas. During the 2025 parade, 1,162 bottles were collected, sending a clear signal that small contributions can make a big difference. Sustainability is embedded in every aspect of the project. The float is constructed from about 80 percent recycled materials, ranging from packaging waste and defective fruit nets to plastic foils and furniture edge protectors. Much of this material was gathered in advance through donation campaigns, a clean-up drive along the Rhine, and contributions from local companies. Even the

costumes are made entirely from reused plastics, pressed into sheets and sewn into colorful fishing suits and hats. This “waste-to-costume” approach demonstrates how creativity can turn discarded material into something unique and meaningful. The float is not powered by an engine but by muscle strength: a 13-seater train bike pulls the octopus through the city streets. For environmental reasons, the team has deliberately decided against confetti and sweets, opting instead to focus attention on the environmental message. The visual impact of the giant octopus, combined with the interactive bottle collection, ensures that the float stands out as both entertaining and thought-provoking. Behind “Meerwert – Helau” is an interdisciplinary team of more than 20 students and several lecturers from the university’s three faculties—Business, Design, and Technology. The project is supervised by Susanne Maier-Staufen (Interior Design), Prof. Dr. Bernhard Ostheimer (Business Informatics), and workshop manager Mathias Ewald. For months, the students have invested hundreds of hours of work, experimenting with recycled materials, testing costume designs, and constructing the octopus tentacles from braided parcel tape and foil. The collaboration across disciplines has been an essential part of the project, reflecting the university’s broader commitment to applied, practice-oriented learning. The project also engages the local community. In the run-up to the parade, the students organized a plastic donation campaign, inviting residents to collect colorful fruit nets for costume production. They also partnered with the non-profit RhineCleanUp initiative to host a litter collection campaign on the banks of the Rhine, raising awareness of plastic pollution in one of Europe’s most polluted rivers while gathering materials for the float. With “Meerwert – Helau”, Mainz University of Applied Sciences demonstrates how higher education can inspire positive change. The float is more than a Carnival attraction—it is a symbol of how students and lecturers can use creativity, collaboration, and responsibility to address global challenges. By transforming waste into costumes and a float, and by turning bottles into donations for environmental organizations, the project proves that fun and sustainability can go hand in hand. The initiative, which combined joy with a strong message of sustainability, was honored with the newly introduced Sustainability Award by the Mayor of Mainz. University President Prof. Dr. Susanne Weissman highlighted that the project was not only a creative contribution to Carnival but also a powerful statement for environmental protection, demonstrating how tradition can go hand in hand with innovation and responsibility.

Additional Evidence

LUCY - Construction project

[View document](#)  [Download document](#) 



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



Engagement Opportunities

Hochschule Mainz, University of Applied Sciences offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Boards and advisory committees
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities
- ❖ Helau-O-Mat
- ❖ Meerwert-Helau

Communication Audiences

Hochschule Mainz, University of Applied Sciences communicates its policies and progress on sustainable development and responsibility with:

- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Prospective and current students
- ❖ Research and academic networks

SIGNATORY

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