

Courses of the RTG 1703 in the summer semester 2016

Course	Description
Research Colloquium	<p>Content: The doctoral researchers will</p> <ol style="list-style-type: none"> 1. discuss their research issues; 2. demonstrate their ability to set-up a scientific study and to present the study design professionally; 3. present their state of research in front of expert audience and present their results in a systematic way; 5. gain in-depth knowledge in discipline specific fields and recent research institutions by presentations of guest lecturers; 6. be able to relate independently the offered issues to their own research topic; 7. be able to reflect their practical experiences. <p>Lecturer: Prof. Dr. Jutta Geldermann</p>
Relationship Management and Incentive Systems	<p>Contents:</p> <ul style="list-style-type: none"> • Fundamentals of the B2B- and B2C-Marketing, • 4Ps, • overview on recent CRM-Systems and architecture options, • advantages and disadvantages in the context of interorganizational networks, • incentive schemes in interorganizational networks, • incentive oriented sales management, • mobile CRM, • data security and CRM. <p>Based on the knowledge about design of sales-political instruments for B2B- and B2C-transactions, advantages of relational relationships within the relationship management are analyzed. Subject of the analysis are incentive schemes, which are used for the coordination of interorganizational networks.</p> <p>Lecturers: Prof. Dr. Lutz Kolbe, Prof. Dr. Matthias Schumann; Prof. Dr. Waldemar Toporowski</p>