MODUL UNIVERSITY
PRIVATE UNIVERSITY VIENNA

ANNUAL REPORT 2023/2024

Submitted to the Agency for Quality Assurance and Accreditation Austria

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The University's development & outlook

1.1 Review of 2023/2024 at Modul University Vienna

In the Academic Year 2023/24 Modul University Vienna went through a change in the University Board. As reported, the shareholders of Modul University Vienna GmbH had appointed Prof. Dr. Karl Wöber as interim Managing Director after the shareholder changes in 2023. On the one hand, this ensured continuous management following the departure of the previous majority shareholder and managing director, Mr. Suresh Sivagnanam, and on the other hand, also ensured the successful development of the private university under the leadership of the previous rector. Finally, in May 2024, Mr. Andras Viszkievicz, who became Commercial Director of Modul University Vienna in August 2023, took over the Managing Director role from Karl Wöber.

In autumn 2024, the OeAD informed Modul University that it was to be considered a "body maintained by a public interest trust" in accordance with Council Implementing Decision (EU) 2022/2506 of 15 December 2022 on measures to protect the Union budget against the rule of law in Hungary and that the OeAD is not permitted to continue the implementation of the existing Erasmus+ grant agreement for the contract year 2023.

Modul University Vienna considers the decision of the European Commission to be incomprehensible and in no way justified. The University expressly disagrees with this decision and will take all necessary steps to contest and reverse it. At the same time, the University management has taken steps so that its students do not suffer any disadvantages as a result. The University ensures that all affected students receive the same financial support as if the funding were provided by the EU. In addition, participation in Erasmus exchange programs with Erasmus+ partner universities remains possible. The University is actively committed to ensure that its students can continue to enjoy unrestricted international mobility.

1.2 Implementation of the development plan in 2023/2024

1.2.1 New Accreditation Submissions

In 2024, Modul University Vienna submitted three new program proposals to the accreditation agency, AQ Austria. the proposals included one Master program, titled "Master of Science in Data Science for Sustainability", and two Bachelor programs, titled "Bachelor of Science in Human Resource Management and Business Psychology" and "Bachelor of Artis in International Relations and Sustainability". The Master program underwent an onsite assessment, and received overall positive oral feedback (we are still awaiting the reviewers' official feedback). A decision on its approval is expected sometime in 2025.

Looking forward, Modul University Vienna remains dedicated to nurturing the potential of these programs and fostering creativity.

1.2.2 New Research Center

Modul University Vienna launched a new research center as stipulated in the Development Plan. The Vienna Institute for Global Studies (VIGS Institute) is a non-ideological and nonpolitical research institute set up to create a framework for solving global problems in the second quarter of the 21st Century, like social and environmental sustainability. The Institute adheres to the highest standards of objectivity, scholarship and integrity. The purpose of The VIGS Institute is to build up a network of excellent international scholars that will contribute to the Institute and infuse Modul University with a richer research capacity. The proposed institute will be interdisciplinary in nature, drawing on social

science, business, and international relations. Over the years, the institute will build up research capacities in collaboration with scholars including PhD students, post doc and visiting faculty from around the world. The institute is headed by world renown economist Zoltan Acs who is professor emeritus at George Mason University, USA. Since its launch in spring 2024, several highly acknowledged researchers have been hired to develop The VIGS Institute which is located at weXelerate, Austria's most impactful innovation Ecosystem center in 1020 Vienna, Praterstraße 1.

In addition, several calls for new Associate and Full Professor positions have been launched not only for replacing some leaving faculty, but also for further expanding the knowledge base accommodating the strategy outlined in MU's Development Plan.

1.2.3 Launch of the AAS system

After careful development and continuous feedback from different departments, Modul University Vienna launched its own platform, the Academic Administration System (AAS). The platform is an internal tool for faculty and administration to access information and store various data. It is tailored specifically to suit the needs of Modul University Vienna and has different functions which are useful to its staff. The platform is used alongside other tools such as Anthology (student database), Personio (HR database) and Moodle (learning platform), to better the efficiency of administrative work.

2. Developments by area of Modul University Vienna

2.1. Study Programs & Teaching

2.1.1 Overview of the study programs 2023/2024

In the academic year 2023/2024, Modul University Vienna offered 10 study degree programs in Vienna, and 1 in Nanjing. Basic information on these programs can be found in the following table. The current curricula and study regulations can be found on the University's website.

Name	Degree	ECTS	Min. duration	Tuition fee
Modul University campus in Vienna				
Bachelor of Science in Applied Data Science	BSc	180	3 years	€ 16,000 p.a. (€48,000 total)
Bachelor of Business Administration in Tourism and Hospitality Management	BBA	180	3 years	€ 16,000 p.a. (€48,000 total)
Bachelor of Business Administration in Tourism, Hotel Management. and Operations	BBA	240	4 years	€ 16,000 p.a. (€48,000 total)
Bachelor of Science in Tourism, Hotel Management and Operations with Professional Experience	BSc	210	3.5 years	€ 15,400 p.a. (€53,900 total)
Bachelor of Science in International Management	BSc	180	3 years	€ 16,000 p.a. (€48,000 total)
Master of Business Administration	MBA	90	1.5 years	€ 21,000 p.a. (€ 31,500 total)
Master of Science in International Tourism Management	MSc	120	2 years	€ 12,000 p.a. (€24,000 total)
Master of Science in Sustainable Development, Management and Policy	MSc	120	2 years	€ 12,000 p.a. (€24,000 total)
Master of Science in Management	MSc	120	2 years	€ 12,000 p.a. (€24,000 total)
Doctor of Philosophy in Business and Socioeconomic Sciences	PhD	240	4 years	€ 14,000 p.a. (€56,000 total)
Modul University campus in Nanjing				
Bachelor of Business Administration in Tourism and Hospitality Management	BBA	180	3 years	RMB 25,000 p.a. (RMB 75,000 total)

2.1.2 Changes in the study and examination regulations

In 2023/2024, multiple regulations have been revised. The following table gives an overview of the changes and the rationale behind them. All regulations are published on Modul University Vienna's website: Rules and Regulations.

Revised regulation	Changes and explanations
Study Regulations for the Bachelor Professional	• In § 6 Curriculum section: certain enrichment courses were revised. The enrichment course Strategic Hotel Management is changed to Tourism, Event & Hotel Capstone Project. The enrichment course Managing Talent course is canceled, and the enrichment course Hotel Asset Management course is changed to Hotel Asset Management & Hotel Property Development in the format of an LS. The course Technology for the Experience Economy is canceled. A new enrichment course, Crisis Management and Resilience is offered.
Study Regulations for Bachelors in Continuing Education	• § 4 Admission (3): Exceptions will be considered for students who have English as a first language and have completed their undergraduate studies entirely in English at universities that are recognized in Austria. However, the admissions committee the authority to request any additional evidence of English proficiency if deemed necessary.
Study Regulations for Bachelor Programs	• § 10 ECTS Points: in following section the wording was revised: (1) "ECTS points (European Credit Transfer System – ECTS, 87/327/ECC, Official Journal no. L 166 from 25 June 1987, CELEX no. 387D0327) are allocated for each course depending on the student workload. In the schedule of studies, in addition to the numbers of hours, the corresponding ECTS points for each course are allocated." • § 13 Conferment of Degree (2): "Students may transfer course credits from their professional experience or previous educational institution; however, a minimum of 120 ECTS must be completed at Modul University Vienna. Exceptions can be made for credit transfers from recognized postsecondary educational institutions or partner universities. Credits completed in the foundation program will appear on the transcript as non-curricular ECTS and will not be counted towards the total number of ECTS nor weighted average grade." • For the Bachelor of Applied Data Science, a typo within the capstone project was corrected to reflect 650 hours.
Study Regulations for the Master of Science	• § 3 Degree of completion: the new MSc in Data Science for Sustainability was added.

Revised regulation	Changes and explanations
Programs at Modul University Vienna	• § 4 Admission (f): Exceptions will be considered for students who have English as a first language and have completed their undergraduate studies entirely in English at universities that are recognized in Austria. However, the admissions committee maintains the authority to request any additional evidence of English proficiency if deemed necessary.
Study Regulations for the Master of Business Administration Program	• § 4 Admission (4) (f): Exceptions will be considered for students who have English as a first language and have completed their undergraduate studies entirely in English at universities that are recognized in Austria. However, the admissions committee maintains the authority to request any additional evidence of English proficiency if deemed necessary.
Study Regulations of the PhD Program	• Minor wording changes were made. • § 8 Courses and Examinations: in Module V, it was added that the defense must take place on site during the attendance week. Exceptions for an Online defense could be accepted, but only with the approval of the dean.
Examination Regulations	• In §2 Transfer of Credits: Requests for the transfer of external course credits or credits for practical experience acquired prior to commencement of studies at MU must be submitted latest by the end of the second week of courses of the first semester at MU to result in a reduction of tuition fees. In the event that such requests are submitted later, no tuition fee reduction is possible.

2.2 Research

2.2.1 Modul University's Research Profile

Modul University Vienna is a truly international institution with a strong emphasis on research. To maintain its excellence, it is essential to advance both the quality of research and teaching simultaneously. The university believes that high-quality research is fundamental to delivering top-tier education and it pursues a research-led teaching approach. As a result, researchers at Modul University Vienna are committed to conducting contemporary, as well as future-oriented basic and applied research. The University's research profile is characterized by a dynamic development of research activities, where researchers of various disciplines are highly innovative and meet the criteria for cutting-edge research. Interdisciplinary research activities shape the research profile of the institution. For example, the areas of information systems, management, tourism, and sustainable development clearly focus on entrepreneurial and societal challenges that are faced in current fast-changing environments.

In 2023/2024, Modul University Vienna established The VIGS Institute (Vienna institute of Global Studies) as a second research center alongside the Research Center in New Media Technology; Further, MU counts The VIGS Institute for academic Schools in Applied Data Science, International Management, Tourism and Service Management, Sustainability, Governance, and Methods. Through these bodies, researchers of several disciplines are actively contributing to the institution's research output. As any other research university, Modul University must cope with an increasingly competitive environment. It is essential to identify and design key research areas and to create a supportive research environment that fosters these

focus areas. To achieve this, it is necessary to develop robust research management and support systems, alongside internal development programs and career pathways. These efforts should be in line with the mission of upholding freedom of teaching and research.

2.2.2 Research Focal Areas

Modul University Vienna identified 17 core research areas that were merged into five focal research areas:

1. Digitalization and business transformation
2. Big Data analysis, artificial intelligence, and blockchain
3. Governance for innovation and sustainable development
4. Socioeconomic aspects of climate change
5. Travel behavior, trend, and competition analysis

More information on the 17 core research areas are included in the Development Plan 2020-2027 published on the University's website.

2.2.3 Publications

In the academic year 2023/2024, in total 56 times faculty members of Modul University at the Vienna and Nanjing Campus have contributed to publications, in the form of journal articles, books or reports, book chapters, conference papers, contributions and others.

School	Journal Articles	Book Chapters	Books/Reports	Conference Papers & Contributions	Other	Total
ADS	5	0	0	3	2	10
IM	20	5	0	1	0	26
NMT	0	0	0	3	0	3
SGM	2	0	0	1	0	3
TSM	10	0	0	0	0	10
Nanjing	3	0	1	1	0	5
Total 2023-2024	**40**	**5**	**1**	**8**	**2**	**56**
Total 2022-2023	**85**	**19**	**6**	**11**	**4**	**125**
% p.y.	**-52.94%**	**-73.68%**	**-83.33%**	**-27.27%**	**-50%**	**-55.20%**

Note: For publications with co-authors from different Schools of the University, the School of the first co-author is considered to categorize the publication.

2.2.4. Awards and Conferences

The figures refer to the participation of faculty members of the respective Schools and campuses in one of these activities.

School	Awards	Conferences and Events			
		Invited presentation	Participation	Presentation	Total
ADS	0	0	2	0	2
IM	2	7	1	11	21
NMT	0	0	0	0	0
SGM	0	0	1	2	3
TSM	0	1	1	1	3
Nanjing	2	0	3	4	7
Total 2023-2024	**4**	**8**	**8**	**18**	**36**
Total 2022-2023	**5**	**20**	**5**	**8**	**38**
% p.y.	**-20%**	**-60%**	**+60%**	**+125%**	**-5.26%**

In 2023/2024, faculty members of Modul University Vienna received the following awards:

Name of the Award	Awarding Institution	Recipient
Best Paper Award 2023	Journal of Research and Management	Udo Wagner
Editor's Choice Award	Journal of Internet of Things; Engineering Cyber Physical Human Systems	Horst Treiblmaier

In 2023/2024, faculty members of Modul University Nanjing received the following awards:

Name of the Award	Awarding Institution	Recipient
Silver Award	UiTM Perlis Branch, Perlis, Malaysia	Siao Fui Wong
Best Paper Award	Politeknik Pariwisata Bali, Bali, Indonesia	Siao Fui Wong

In 2023/2024, members of Modul University's Faculty (both Vienna and Nanjing campuses) participated or presented in the following conferences:

No.	Name of Conference/Event
1	Blockchain in 2024 and beyond
2	Unlocking the Potential – Exploring Non-Fungible Tokens (NFTs) and the Metaverse
3	Web3, AI, and the Evolution of Travel - An Innovation Junction?"
4	EHR Systems and Blockchain: Potentials, Challenges and the Road Ahead
5	Squaring the Circle: How China and Europe Respond to Bitcoin and Blockchain Technologies
6	FH-DIDAKTIK. GESTERN – HEUTE – MORGEN
7	Benchmark Positive or Negative? Time for City Travel Report 2023

8	Digitale Transformationsprozesse Evaluierung, Optimierung, Zukunftsperspektiven. Distance Learning. Bundesministerium für Bildung, Wissenschaft und Forschung
9	Adoption of facial pattern recognition: Applications by fashion retailers
10	Beauty lies in the eyes of the beholder: Analyzing sustainable fashion and its value chain in India
11	Some suggestions to safeguard the data quality of online surveys
12	Alfred Taudes - Eine Würdigung
13	Die Bedeutung der Haptik bei der Produktauswahl – einige empirische Ergebnisse
14	Cross-Cultural Differences in Emotional Response to Destination Commercials
15	Nudge me Baby, one more time – Baby, don't nudge me, no more
16	Explicit and implicit evaluations of the unhealthy = tasty intuition toward food products and food products' ads: Further empirical results
17	Getting users involved in idea crowdsourcing contests: An experimental approach to stimulate intrinsic motivation and participation intention
18	Measuring Product Commoditization
19	Webcare Framing: How Small Changes Make a Significant Difference in Bystanders' Minds
20	Modeling fashion retail adoption of a virtual dressing room and crowd-wisdom technologies
21	The effect of implicit versus explicit country-of-origin cues on consumers' willingness to pay for a brand
22	18th TourMIS Workshop
23	Metropolitan governance an effort to coordinate city-hinterland relations
24	European, Mediterranean and Middle Eastern Conference on Information Systems
25	Global Conference of World International Studies Committee
26	Polish Conference on Artificial Intelligence
27	European Tourism Research in the Age of Sustainability and Technology
28	62nd ERSA Congress
29	EMAC annual conference 2023
30	1st Harare Forum for Africa
31	2nd World Agritourism Congress
32	The 4th International Hospitality Entrepreneurship and Innovation Conference 2024
33	The 4th International Joint Conference on Hospitality and Tourism (IJCHT-24)
34	The 5th Applied International Business Conference
35	The 7th International Hospitality & Tourism Conference
36	16th World Conference on Educational Sciences

2.2.5. Research Projects

In 2023/2024, the four academic Schools and one research center of Modul University Vienna, as well as the faculty of the Modul School in Nanjing, led different research projects, for some of which they collaborated with other institutions and organizations.

No.	Name of Project	Department	Other Involved Institution(s)
1	AI-Centive: AI-Based Optimisation of Incentive Schemes for Sustainable Mobility	NMT	Data Intelligence Offensive; Zentralanstalt für Meteorologie und Geodynamik; ummadum Service GmbH; University of Natural Resources and Life Sciences, Vienna; webLyzard technology; Modul Technology GmbH
2	CityDNA Academic Insights Newsletter	TSM	City Destinations Alliance (CityDNA)
3	City Travel Report by the CityDNA (formerly CityDNA Benchmarking Report)	TSM	City Destinations Alliance (CityDNA)
4	DynCapTour: Dynamic Capabilities and their role for Innovation in the Tourism Industry	NMT	Österreichisches Institut für Wirtschaftsforschung (WIFO)
5	DSFT: Preparations for the Dataspace for Tourism	TSM ADS	City Destinations Alliance (CityDNA), European Travel Commission (ETC), ForwardKeys
6	DWBI: A Digital Well-Being Index for Vienna	NMT SGM	
7	GreenGLAM: AI-Driven Data Sculptures to Promote Sustainability Content of Galleries, Libraries, Archives and Museums	NMT	VRVis GmbH; Data Intelligence Offensive; webLyzard technology gmbh; Universität für angewandte Kunst Wien; OpenGLAM.at
8	i-CONN: Interdisciplinary connectivity: Understanding and managing complex systems using connectivity	SGM	University of Durham; Jacobs University Bremen; AAI Scientific Cultural Services; European University Cyprus; University of Vienna; University of Natural Resources and Life Sciences, Vienna; Environment Agency; Masarykova Univerzita; Aix-Marseille Université; University of Sheffield; University of Maryland; IIASA International Institute for Applied Systems Analysis
9	i-TAG: International Tourism Analytics Group: Enhanced Data and Statistical Literacy for Sustainable Tourism Deployment	SGM TSM	Universita Degli Studi Di Palermo, Copenhagen Business School, The Hebrew University of Jerusalem, Universitat Rovira I Virgili, CESIE
10	KI.M: KI-basierte Entscheidungsplattform für klimaneutrale urbane Mobilität	NMT	Data Intelligence Offensive; Hutchinson Drei Austria GmbH; UBIMET GmbH; NAST Consulting ZT GmbH; MO.Point Mobilitätsservices GmbH; webLyzard technology; Modul Technology GmbH

11	OMINO: Overcoming Multilevel Information Overload	ADS	Politechnika Warszawska; Politechnika Wroclawska; University of Wolwerhampton; Bar Ilan University; Slovenska Tiskovna Agencia Doo; Gesis-Leibniz-Institut für Sozialwissenschaften EV; Technion - Israel Institute of Technology; Nanyang Technological University; Rensselaer Politechnic Institute; National University Corporation Tokyo Institute of Technology; University of Notre Dame du Lac; University of New Hampshire Corporation; APA-IT Informations Technologie GmbH; University of Pittsburgh
12	SDG-HUB: AI-Driven Semantic Search and Visualization to Support the Sustainable Development Goals and Agenda 2030	NMT	MODUL Technology GmbH; webLyzard technology; Leopold-Franzens-Universität Innsbruck, ZAMG – Zentralanstalt für Meteorologie und Geodynamik
13	To Ban or not to Ban: Smartphones and Art Experience in Art Museums	TSM	
14	TourMIS	TSM	Austrian National Tourist Office, European Travel Commission City Destinations Alliance (CityDNA), Consortium of 9 Austrian Tourism Boards, Federal Chamber of Commerce, BMBWF
15	TransMIXR: Ignite the Immersive Media Sector by Enabling New Narrative Visions	NMT	Modul Technology GmbH; Technological University of Shannon - Midland Midwest; Stichting Nederlandse Wetenschappelijk Onderzoek Instituten; Ethniko Kentro Erevnas Kai Technologikis Anaptyxis; Vrije Universiteit Brussels; webLyzard technology; Trinity College Dublin; Immersion; Intel Deutschland; Creative Satore Studio; True Communication Technologies Limited; Radiotelevizija Slovenija; Agence France-Presse; Stichting Nederlands Instituut Voorbeeld en Geluid; Baltic Film and Creative Tech Cluster; Khora APS; Ebu-Uer; Sparknews; Fachhochschule Zentralschweiz-Hochschule Luzern
16	Building a destination brand from the perspective of Sense of Place: The case of Neijiang City	MSN	Neijiang Normal University

2.2.6. Third-party funding

Members of Modul University's Faculty of the Vienna Campus received third-party funding for different research projects in 2023/2024:

*Project funding refers to Modul University Vienna's and Modul Technology's share only.

No.	Funded Project	Funding Institution	Funding for the whole project[i] (EUR)	Funding in 2023/2024 (EUR)
1	AI-Centive: AI-Based Optimisation of Incentive Schemes for Sustainable Mobility	FFG	€ 57,000.00	€ 19,000.00
2	CityDNA Academic Newsletter	CityDNA	€ 250.00	€ 250.00
3	City Travel Report by the CityDNA (formerly CityDNA Benchmarking Report)	CityDNA and Benchmark Group	€ 22,770.00	€ 22,770.00
4	DynCapTour: Dynamic Capabilities and their role for Innovation in the Tourism Industry	Austrian National Bank	€ 31,000.00	€ 12,400.00
5	DSFT: Preparations for the Dataspace for Tourism	European Commission DIGITAL-2021-PREPACTS-DS-01	€ 347,750.00	€ 57,958.33
6	DWBI: A Digital Well-Being Index for Vienna	WWTF	€ 394,600.00	€ 131,533.33
7	GreenGLAM: AI-Driven Data Sculptures to Promote Sustainability Content of Galleries, Libraries, Archives and Museums	FFG	€ 201,165.00	€ 16,763.75
8	i-CONN: Interdisciplinary connectivity: Understanding and managing complex systems using connectivity	European Commission H2020-MSCA-ITN-2019	€ 264,207.00	€ 34,249.06
9	i-TAG: International Tourism Analytics Group: Enhanced Data and Statistical Literacy for Sustainable Tourism Deployment	European Commission Erasmus+	€ 59,000.00	€ 23,600.00

10	KI.M: KI-basierte Entscheidungsplattform für klimaneutrale urbane Mobilität	FFG	€ 105,129.00	€ 35,043.00
11	OMINO: Overcoming Multilevel Information Overload	European Commission HORIZON-MSCA-2021-SE-01	€ 78,200.00	€ 19,550.00
12	SDG-HUB: AI-Driven Semantic Search and Visualization to Support the Sustainable Development Goals and Agenda 2030	ICT of the Future Program BMK Bundesministerium für Klimaschutz, Umwelt, Energie, Mobilität, Innovation und Technologie via AI for Green Programme 2021	€ 171,527.00	€ 57,175.67
13	To Ban or not to Ban: Smartphones and Art Experience in Art Museums	Hochschuljubiläumsfonds der Stadt Wien	€ 18,771.30	€ 12,514.20
14	TourMIS	Austrian National Tourism Organization; BMBWF; WKO	€ 7,000.00	€ 7,000.00
15	TransMIXR: Ignite the Immersive Media Sector by Enabling New Narrative Visions	European Commission HORIZON.2.4.6 – Next Generation Internet	€ 722,000.00	€ 240,666.67
		total	**€ 2,480,369.30**	**€ 666,874.00**

2.2.7. Other Services to Academia

This section gives a brief overview of the many ways, in which members of the faculty in Vienna and Nanjing supported the academic world in 2023/2024. It is a list of all the tasks that enable the academia to exist and to develop, ranging from being member of an editorial board or a reviewer of a journal, to activities that aim at presenting research outcomes to a broader public.

Function	Title
Editorial Board Member, Journal/Conference Reviewer	Amplify (Journal)
	Annals of Tourism Research (Journal)
	Annals of Tourism Research Empirical Insights (Journal)
	Apuntes del CENES (Journal)
	Asia Pacific Journal of Marketing and Logistics (Journal)
	Biophysical Economics and Sustainability (Journal)
	Blockchain in Healthcare Today (Journal)

	Blockchain: Research and Applications (Journal)
	Cambridge Journal of Economics (Journal)
	Computers (Journal)
	Consumer Behavior Studies Journal (Journal)
	Current Issues in Tourism (Journal)
	Digital Business (Journal)
	Ecological economics (Journal)
	Empirica (Journal)
	Energy (Journal)
	Energy Economics (Journal)
	ENTER 2024 (Event)
	Enterprise Modelling and Information Systems Architectures (Journal)
	Environmental Values (Journal)
	EuroMed Journal of Business (Journal)
	European Countryside (Journal)
	European Journal of Marketing (Journal)
	European Management Journal (Journal)
	European Planning Studies (Journal)
	Event Management (Journal)
	Food Control (Journal)
	Forecasting (Journal)
	Frontiers in Psychology (Journal)
	Frontiers in Sustainable Cities (Journal)
	Frontiers in Sustainable Tourism
	Future Internet (Journal)
	Heliyon (Journal)
	IEEE Transactions on Engineering Management (Journal)
	Information (Journal)
	Information Systems and e-Business Management (Journal)
	Information Technology & Tourism (Journal)
	International Journal of Contemporary Hospitality Management (Journal)
	International Journal of Hospitality Management (Journal)
	International Journal of Information Science and Management – IJISM (Journal)
	International Journal of Innovation and Technology Management (Journal)
	International Journal of Logistics Management (Journal)
	International Journal of Physical Distribution and Logistics Management (Journal)
	International journal of sustainable development and world ecology (Journal)

	International Journal of Tourism Cities (Journal)
	Internet of Things (Journal)
	Journal of Business Logistics (Journal)
	Journal of Business Research (Journal)
	Journal of Cleaner Production (Journal)
	Journal of Current issues and Research in Advertising (Journal)
	Journal of Database Management (Journal)
	Journal of Hospitality & Tourism Research (Journal)
	Journal of Hospitality and Tourism Technology (Journal)
	Journal of Information Systems (Journal)
	Journal of Information Technology & Tourism (Journal)
	Journal of Interactive Marketing (Journal)
	Journal of International Consumer Marketing (Journal)
	Journal of Management Information Systems (Journal)
	Journal of Modelling in Management (Journal)
	Journal of Retailing and Consumer Services (Journal)
	Journal of Sustainable Tourism (Journal)
	Journal of Tourism Research (Journal)
	Journal of Travel Research (Journal)
	Ledger (Journal)
	Market Trziste (Journal)
	Marketing Science and Technology Journal (Journal)
	Marketing: Zeitschrift für Forschung und Praxis (Journal)
	MIS Quarterly Executive (Journal)
	Omega (Journal)
	OR Spectrum (Journal)
	Psychology & Marketing (Journal)
	Region (Journal)
	Regional Studies (Journal)
	Review of Managerial Science (Journal)
	Smart Cities (Journal)
	Sustainability (Journal)
	Sustainable Cities and Societies (Journal)

	Sustainable Futures (Journal)
	The DATABASE for Advances in Information Systems (Journal)
	The Hungarian Journal of Marketing and Management (Journal)
	Tourism Economics (Journal)
	Tourism Geographies (Journal)
	Tourism Management (Journal)
	Waste Management and Research (Journal)
	Wirtschaftsinformatik (Journal)
	World Development (Journal)
Events, Conference or Workshop Organizer	18th TourMIS Workshop
Leadership Roles	External Adviser to the ESCP Europe Course Board
	KMU-Monitoring
	Österreichische Privatuniversitäten Konferenz
	Quality control regarding Bachelor Programs
	Scientific committee of the 6th Foundational Economy Conference
	TEAM-Retailization 4.0
	Technical Advisor for Cities Destination Alliance
	Technical Advisor for the European Travel Commission

Other Services to Academia Provided by Faculty at the Campus in Nanjing:

Service Provider	Short Description/Function	Service provided to
Oliver Chikuta	Associate Editor of Journal	Frontiers in Sustainable Tourism
Oliver Chikuta	External Examination of Thesis	North-West University Potchefstroom Campus, South Africa
Siao Fui Wong	Invited speech on "Technical skill to write the perfect thesis"	Tourism Industry Program, Chandrakasem Rajabhat University
Kofi Baah Boamah	External Moderator	School of Applied Sciences and Technology, Cape Coast Technical University.
Siao Fui Wong	Research Fellow	Regenerative Tourism Research Group, Borneo Tourism Research Centre, Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah

2.3 Library

2.3.1 Library on the Vienna Campus

The improvement and expansion of its print- and e-book-collection remained the library's focus in 2023/24. Following an inventory in summer 2023, lost or missing books were identified and withdrawn from the collection. In addition, outdated resources were removed on a larger scale than before. This aspect of the librarian's work will continue to be a priority in the years to come. And while the number of newly added books (print and electronic) remained at the level of previous years, this strategy accounts for a smaller increase in the absolute number of the library's print-media.

In 2023/24, the library continued its work with the cloud-hosted ALMA library management system, provided via and maintained by our partners at OBVSG (Österreichische Bibliothekenverbund und Service Ges.m.b.H.). All the library's new book-purchases (print and electronic) are cataloged and managed via ALMA, which also includes components for the management of library users as well as book loans.

As every year, MU's reporting software PURE was another focal point in the duties of the library. The tool enables MU to keep track of the faculty's research activities and publications. The library maintains the integrity of the data (validation) and extracts the information needed for reporting on all of MU's academic activities.

MU Library is a subscriber of various electronic databases and several journals through which users have access, also remotely, to an ever-growing number of scholarly articles, reports, e-books etc. Three of the licensed databases (ScienceDirect, Springer Compact and Taylor & Francis Online) are so-called "read-and-publish"-packages. They include an open access publishing component providing MU's faculty with OA-publishing opportunities in high-ranked academic journals. The library manages the last part of the publishing workflow by means of an OA-dashboard/article approval service provided by the publishers. Taylor & Francis Online is a new addition to our portfolio and has been available at MU since January 2024. MU's new license makes 2.500 previously unavailable academic journals in the fields of science and technology as well as social sciences and humanities accessible to our users.

As in previous years, the librarians taught library classes (introductions to the library services with a special focus on e-media and catalog search) within MU's bachelor programs (in the context of academic writing courses) in the fall as well as the spring semester. Over 100 students were reached in these roughly 1-hour-classes during the reporting period and received an introduction to the library's services, to catalog and database research.

Data on the library in Vienna	
Inventory print media	4142
Change in relation to last year	+100 (+2.47%)
Electronic journals	13335

2.3.2 Library on the Nanjing Campus

On campus, students and faculty members have access to the university library resources in the library premises and via http://lib.njpji.cn link. On Moodle, there is a demonstration video on how to use the library via the following link: http://moodle.njpji.cn/course/view.php?id=59.

In terms of English book acquisition, the application for 523 books was approved by Pujiang in November 2017. Out of these, 312 are on the shelves, 211 are out of print or not available in China.

The library in Nanjing has various online databases and resources which students can utilize, which ae listed below:

- **EBSCO Academic Search Ultimate**

NJPJI provides full Elton B. Stephens Company (EBSCO) premier database for students of all majors.

- **EBSCO Business Source Ultimate**

Leading Scholarly Full-Text Business Database. This database is an essential tool for business students. It covers all disciplines of business, including marketing, management, accounting, banking, finance and more. In total, 1,109 journals can be accessed – with a few exceptions only – in full-text. EBSCO Business Premier covers only a few journals in the field of tourism, hospitality, leisure and transportation. The application for the subscription of the dedicated Hospitality and Tourism Bundle from EBSCO was rejected by the university.

- **CNKI**

Chinese National Knowledge Infrastructure, leading scholarly database in China. Although the majority of CNKI literature is in Chinese, it also contains considerable resources in English language.

- **Selected additional subscriptions**

NJPJI subscribes to the following journals and resources: Tourism Economics; Cornell Hospitality Quarterly; Journal of Travel Research. The three subscriptions allow for electronic access and printed copies.

- **Resources subscribed by MUV library**

MSN faculty and staff are also granted the access to the online resources subscribed by MUV library by using their MUV email accounts.

Data on the library in Nanjing	
Inventory print media	312
Electronic journals (in English)	1018

2.4 Internationalization

2.4.1 Internationalization Strategy

Modul University Vienna has consistently pursued a strong international strategy since its inception.

Located in a globally diverse city, Modul University Vienna boasts an international student body comprising over 70% of its total enrollment, attracting students from countries across the globe. In the 2023/2024 academic year, international students made up 83.48% of the student body, marking an increase of +4.87% compared to the previous year.

Not only is the student background very international, but also the staff and faculty background. Since the operating language is English, staff and faculty also come from many different countries, enriching the University with their cultural differences. The internationally oriented curriculum and study programs and the integration of international aspects in the teaching and learning process also manifest internationalization at Modul University Vienna. Furthermore, the incoming and outgoing mobility of students, faculty and staff is encouraged.

Modul University Vienna lives this intercultural and international diversity on campus by practicing internationalization at home. The Orientation Week, which precedes the start of each semester, helps integrate and transition new students for a smooth start to this intercultural setup. In 2023/2024, the Student Services Centre and Academic Office was particularly active in supporting all students, but more specifically international students who were far away from home. In Fall 2024, 604 € were donated to Doctors Without Borders, raised through international day, where students from 11 countries participated and sold their national dishes.

Charitable acts in an international context are also encouraged as part of students' class activities, for example as part of the Project Management class, students were divided into teams and asked to organize events to raise money for a charity of their choice. The events took place on and off campus and were supported by the Student Service Center during their annual "Christmas on Campus event". The selected charities included Roten Nasen, Emergency Austria, TierQuatier, Make a Wish, SOS Kinderdorf and Fair Trained Assistenzhunde.

2.4.2 Student Mobility

2.4.1.1 On the Vienna campus

Modul University Vienna maintained exchange agreements with several universities across the world in 2022/2023.

Erasmus partners	Location
Boğaziçi Üniversity	Istanbul, Turkey
Cologne Business School	Cologne, Germany
Dublin Institute of Technology	Dublin, Ireland
ISAG European Business School	Porto, Portugal
IULM University - Milan	Milan, Italy

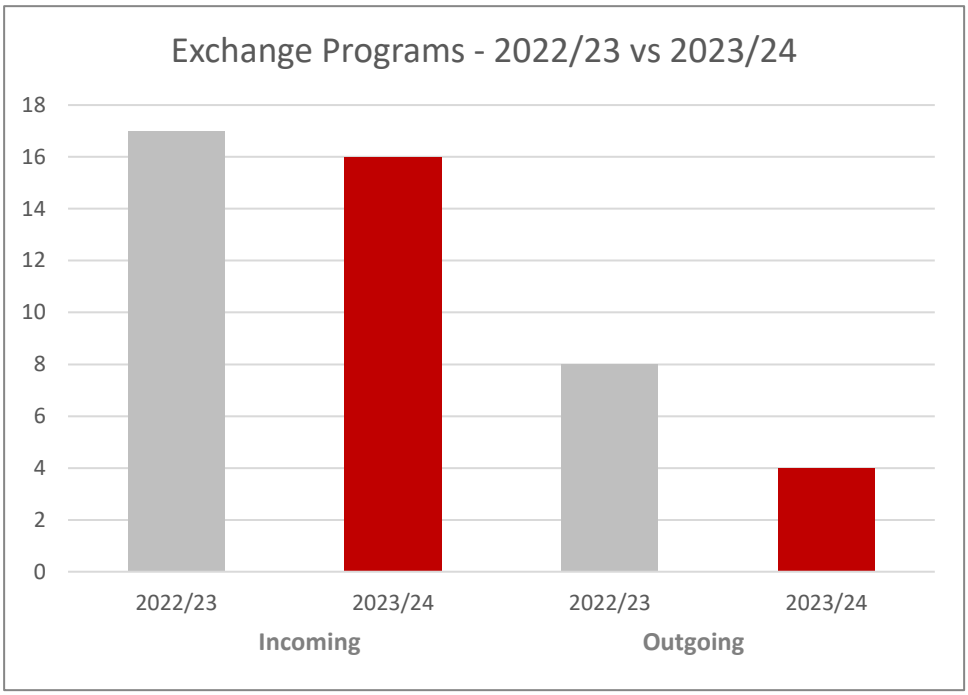
La Rochelle Business School	La Rochelle, France
Università della Svizzera Italiana	Lugano, Switzerland
University of Barcelona, Faculty of Economics and Business	Barcelona, Spain
University of Southern Denmark	Odense, Denmark
University of Surrey	Surrey, UK
Other partners	**Location**
City University of Macau	Macau, People's Republic of China
Hong Kong Polytechnic University, School of Hotel and Tourism Management	Hong Kong
Taylor's University	Selangor, Malaysia
Temple University, School of Tourism and Hospitality Management	Philadelphia, Pennsylvania, USA
San Francisco State University	San Francisco, California, USA
Universidad Anahuac Mayab	Mexico
University of Central Florida	Orlando, Florida, USA
John von Neumann University	Kecskemét, Hungary

In 2023/2024, following exchanges took place:

Fall 2023	**INCOMING**	**OUTGOING**
University of Southern Denmark	2	0
Boğaziçi Üniversity	1	0
University of Central Florida	0	3
University of Barcelona	2	0
Nanjing Tech University Pujiang Institute	6	0
Total Fall 2023	11	3

Spring 2024	**INCOMING**	**OUTGOING**
La Rochelle Business School	2	0
University of Central Florida, Orlando, USA	0	1
University Anahuac Mayab	2	0
IULM University, Milan	1	0
Total Spring 2024	**5**	**1**
Total 2023/24	**16**	**4**

Graph 1: Overview of the number of incoming and outgoing students in 2022/23 and 2023/24



2.4.1.2 On the Nanjing campus

No exchanges took place on the Nanjing campus during 2023-2024.

2.5 Co-operations and collaborations

2.5.1. Academic Co-operations with other Universities

The academic co-operations with other Universities are listed in 2.3.2. Student Mobility.

2.5.2. Co-operations with Networks and Associations

As an internationally oriented university with a strong research focus, Modul University Vienna fosters strong connections and collaborations with academic, industry and in civil society partners both nationally and internationally.

In 2023-2024, Modul University is cooperated with the following non-industry networks and associations, either as an institution or through its faculty members:

Level	Name
International	Austrian Press Agency (APA)
	Centre for Research and Technology Hellas
	City Destinations Alliance (CityDNA)
	CityDNA Knowledge Group Research & Insights
	City Travel Report by CityDNA Steering Group
	Digital Euro Association
	The Council of International Schools (CIS)
	European Marketing Academy
	European Travel Commission (ETC)
	European Union of Private Higher Education (EUPHE)
	European Universities Consortium (EUC)
	INATBA
	International Association for Tourism Economics (IATE)
	International Federation for IT and Travel & Tourism (IFITT)
	International Institute of Forecasters (IIF)
	Italian Statistical Society
	Leibniz Institute for Social Sciences (GESIS)
	Örebro University School of Business
	Slovenian Press Agency (STA)
	The Council of International Schools (CIS)
	The Cyprus Agency of Quality Assurance and Accreditation in Higher Education
	The International Council on Hotel, Restaurant and Institutional Education (CHRIE)
	UNESCO
	UN Tourism
National	DLT Austria
	ITB Berlin
	Österreich Werbung (Austrian National Tourist Office)
	Österreichische Hoteliervereinigung (ÖHV)
	Österreichisches Institut für Raumplanung (ÖIR)
	Österreichische Privatuniversitätenkonferenz (ÖPUK)
	Tophotels.wien, Fachgruppe Hotellerie (20 Luxury Hotels in Vienna) ERFA
	Tourism College MODUL
	Vienna Tourist Board
	Wirtschaftskammer Österreich (WKO)
	Geosphere
Higher Education Institutions	Ca' Foscari University of Venice

	CESIE
	Copenhagen Business School
	FH Wien der WKW
	FH Wiener Neustadt
	Haaga-Helia University of Applied Sciences
	Hebrew University of Jerusalem
	Katholieke Universiteit Leuven
	Leopold-Franzens Universität Innsbruck
	Monash University
	Mostly AI
	NHTV Breda University of Applied Sciences
	Politechnic University of Warszaw
	Universidade Federal do Paraná
	Universidade Federal do Pelotas
	Universidade do Vale do Itajaí
	Université de la Polynésie Française
	Université de Perpignan Via Domitia
	University of Durham
	University of Graz
	Univesrity of Genova
	University of Lapland/Lapin Yliopisto
	University of Natural Resources and Life Sciences, Vienna (Universität für Bodenkultur)
	University of Rome III
	University of Padova
	University of Sheffield
	University of Udine
	University of Vienna
	University of Wolverhampton
	Vienna University of Economics and Business (Wirtschaftsuniversität Wien)
	Harvard Business School, Microeconomics of Competitiveness (MOC) Network
	Politecnico di Torino
	Pontifical Catholic University of Rio de Janeiro (PUC-Rio)
	Austrian Foundation for Development Research (ÖFSE)

	Computational and Financial Econometrics (CFE) Network
	European Real Estate Society
	European Regional Science Association
	Gesellschaft für Regionalforschung
	Austrian Green Building Council (ÖGNI)
	Taylors University in Malaysia
	Bogazici University in Turkey
	The Hong Kong Polytechnic University
	Nanjing Tech University Pujiang Institute
	Technological University of the Shannon
	CWI
	Vrije Universiteit Brussel
	Hochschule Luzern
	Trinity College Dublin
	story.pact
	webLyzard technology
	Immersion
	Data Intelligence Initiative
	Ummadum
	BOKU Wien
	Das Institut für Geographie der Universität Innsbruck
	Climate Change Center Austria CCCA
	nast consulting
	UBIMET
	OpenGLAM
	VrVIS

2.5.3. Collaboration with Professional Environment and Relevant Social Players

Modul University Vienna highly values its collaboration with the professional sector and the key stakeholders. As a result, internships are mandatory for the BBA in Tourism and Hospitality Management, BBA in Tourism and Hotel Management and Operations, the BSc in Applied Data Science and the BSc in International Management with Professional Experience programs and is optional in the MSc programs. This helps students obtaining valuable practical training and knowledge, and this also tightens the bonds between Modul University and the industry. Up to now, Modul University has maintained partnerships with institutions and companies for internship opportunities for BBA, BSc and MSc students. Among these national and international partners are the Österreich Werbung (Austria's national tourism agency), the UN Tourism and many hotels and resorts from all over the world. Additional internship partners are continuously explored and added to the MU internship platform. At the moment, there are around 250 partner institutions that offer internship opportunities to our students. The Student Services Center also helps students in finding part-time jobs in their field of studies and maintains contacts with the alumni of

Modul University. Moreover, the Industry Advisory Boards of the different Schools also form part of the university's strategy of collaboration.

Furthermore, close ties connect the University's School of Tourism and Hospitality Management with City Destinations Alliance (CityDNA, previously 'European Cities Marketing') and the European Travel Commission (ETC). Since fall 2013, the President of Modul University Vienna is also chairing the Austrian association of Private Universities (ÖPUK), which represents all Austrian private higher education institutions, and he is a member of the executive board of the European Union of Private Higher Education (EUPHE) since its foundation and elected First Vice President since 2024. On the Nanjing Campus, the Career Service Center has developed ties with different organizations and companies in the hospitality field. It helps the BBA students in finding positions for their compulsory internship.

3. Stakeholder Developments at Modul University Vienna

3.1. Students and Graduate Figures

Program type	Year (current and last for comparison)	Students	New Students	Female students' rate	Students per faculty [1]	International students' rate [2]	Graduates	Female graduates' rate	Average duration of studies at MU [3]	Withdrawal rate [4]	Expulsion rate [5]
FP [6]	2022-23	6	6	50.00%	0.26	83.33%	N/A	N/A	N/A	16.60%	0%
	2023-24	122	93	46.72%	5.30	95.90%	N/A	N/A	N/A	4.10%	11.48%
BBA THM	2022-23	143	32	69.01%	6.22	74.83%	54	75.50%	5.2	2.80%	6.90%
	2023-24	147	14	74.15%	6.39	74.15%	58	70.69%	6.98	4.08%	5.44%
BBA THO	2022-23	67	13	68.60%	2.91	89.55%	21	66.70%	7.1	1.40%	2.90%
	2023-24	56	11	66.07%	2.43	86%	13	76.92%	8.69	7.14%	0%
BSc IM	2022-23	399	123	43.72%	17.35	77.69%	101	55.40%	4.07	3.70%	8.02%
	2023-24	309	52	44.74%	13.43	79.28%	116	56.03%	7	8.62%	7.76%
BSc ADS	2022-23	20	18	30.00%	0.87	90.00%	N/A	N/A	N/A	10.00%	15.00%
	2023-24	45	14	33.33%	1.96	95.56%	N/A	N/A	N/A	6.67%	0.00%
BSc IMPE	2022-23	1	1	100%	0.04	0%	N/A	N/A	N/A	0%	0%
	2023-24	49	19	55.10%	2.13	87.76%	N/A	N/A	N/A	4.08%	2.04%%
MSc ITM	2022-23	29	7	72.40%	1.26	93.10%	6	66.70%	4.2	0%	10.30%
	2023-24	28	9	75.00%	1.22	92.86%	11	81.82%	5.55	0.00%	3.57%
MSc MGT	2022-23	77	20	50.60%	3.35	74.03%	32	59.40%	4.1	2.60%	5.19%
	2023-24	62	17	46.77%	2.70	80.65%	12	66.67%	4.67	3.23%	4.84%
MSc SDMP	2022-23	45	16	64.40%	1.96	91.10%	9	55.60%	5.2	11.10%	4.40%
	2023-24	48	17	54.17%	2.09	97.92%	7	57.14%	5	8.33%	14.58%
MBA	2022-23	76	13	55.20%	3.30	86.84%	21	61.90%	4.3	0%	1.30%
	2023-24	56	8	55.36%	2.43	89.29%	13	54%	5.54	1.79%	10.71%
PhD	2022-23	30	2	43.30%	1.30	83.33%	2	100%	9.6	3.30%	0%
	2023-24	30	3	40.00%	1.30	86.67%	4	75%	9.4	3.33%	0%
Total MU Vienna	2022-23	896	253	52.70%	38.96	80.25%	250	62.80%	N/A	3.30%	6.30%
	2023-24	952	257	51.19%	41.39	89.29%	234	69.29%	N/A	4.86%	5.73%

	Evolution (%):	6.25%	1.58%	-1.51%	2.43%	9.04%	-6.40%	6.49%	N/A	1.56%	-0.57%
MU Nanjing	**2022-23**	91	33	85%	N/A	0%	30	76.67%	6	0%	0%
	2023-24	110	62	81.80%	N/A	0%	28	92.90%	6	0%	0%
	Evolution (%):	+20.88%	+87.88%	-3.67%	N/A	0%	-6.67%	+21.14%	0%	0%	0%

[1] Counted are all Full, Associate and Assistant Professors

[2] Counted are all students with a non-Austrian citizenship. For details on the outgoing students and their destinations, see table "Student Exchanges"

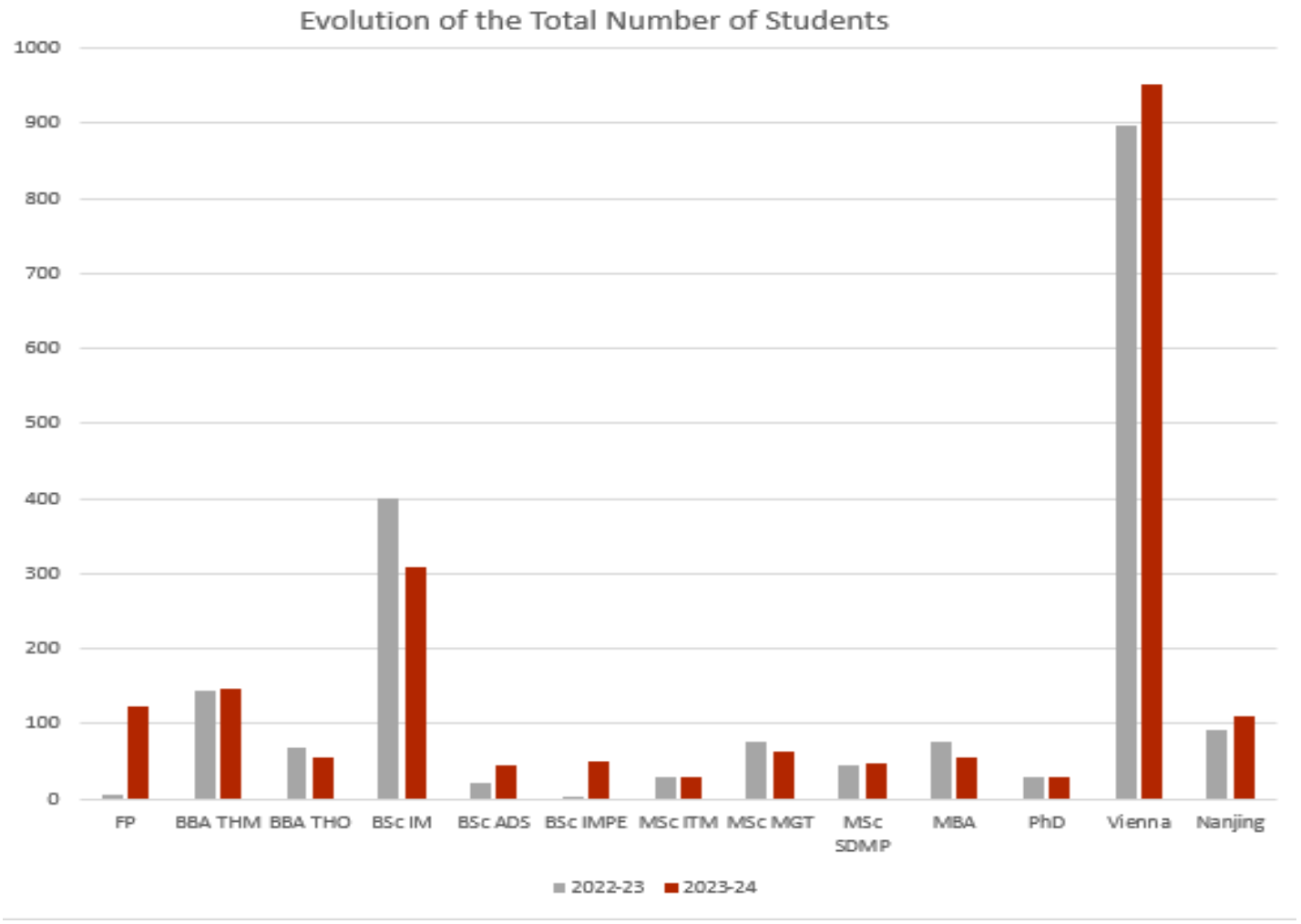
[3] Number of semesters for the graduates (does not include the duration of studies at previous universities or programs)

[4] Rate of students who left the university on their own accord without graduating in relation to the total number of students

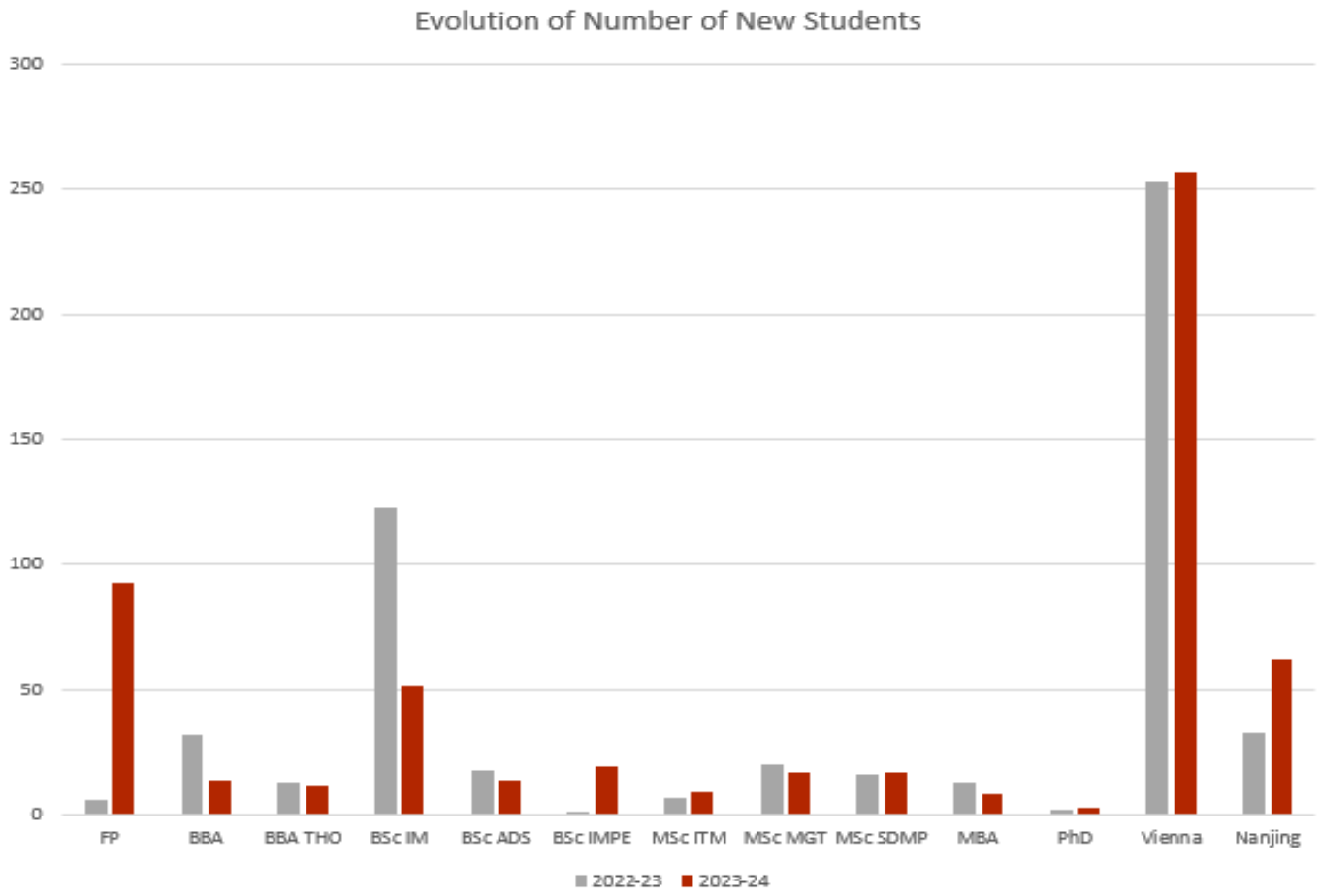
[5] Rate of students expelled by the university in relation to the total number of students

[6] Students who have completed the FP program are automatically integrated into their indicated bachelor's program, therefore there are no graduation rates for FP students

Graph 2: Evolution of the number of students between 2022/23 and 2023/24 (Vienna & Nanjing)



Graph 3: Evolution of new students between 2022/2023 and 2023/24



3.2 Staff Figures

3.2.1 Faculty & Scientific Staff

	Research	Teaching Responsibility[1]	Transfer Services[2]	Administration and SDGs[3]
Faculty[4]				
Full Professor (FProf) Habilitated or equivalently qualified	40%	30% (10 WSHY)	10%	20%
Associate Professor (AscProf) Habilitated or equivalently qualified	40%	30% (10 WSHY)	10%	20%
Associate Professor/Senior Lecturer (AcProf/SL) Habilitated or equivalently qualified	0-20%	60% (20 WSHY)	10-30%	10-30%
Assistant Professor (AssProf) Post-Doc	50%	30% (10 WSHY)	10%	10%
Assistant Professor/Senior Lecturer (AsProf/SL) Post-Doc	0-20%	60% (20 WSHY)	10-30%	10-30%
Researcher and Lecturer (RL) Pre-Doc, studying at MU's PhD program	50%	25% (1^{st}/2^{nd} yr: 2/6 WSHY)	0%	25%
University Lecturer (L) Post- or Pre-Doc	0%	50-100%	0-50%	0-50%
Other Academic Employees[4]				
Senior Researcher (SR) Post-Doc	0-100%	0%	0 -100%	0%
Researcher (R) Pre-Doc	0-100%	0%	0 -100%	0%
Scholarship Students[5]				
PhD Student (PhDS)	85%	15% (2^{nd}/3^{rd} yr: 2/4 WSHY)	0%	0%

[1] WSHY = weekly semester hours per year as defined in the labor contracts; the percentage of teaching responsibilities includes preparation time for classes.

[2] including time for applied (industry) research.

[3] e.g. participation in committees of academic self-administration, marketing events, and projects for further developing the University; tasks that are considered a contribution to sustainable development are, for instance, the participation in projects by the Sustainability Committee.

[4] Researchers are academic employees without teaching obligations who are financed exclusively by third party funds. Their responsibilities are defined in the labor contract, HR and quality management guidelines.

[5] Responsibilities defined in the study contract, study regulations and quality management guidelines.

Modul University Nanjing Campus			
	Teaching Responsibility[1]	**Research[2]**	**Administration and Services[3]**
Faculty (funded by Pujiang IHD resources)			
Full Professor (FProf) Post-Doc, habilitated or equivalently qualified academic employee	40% (12 WSHY)	25%	35%
Associate Professor (AscProf) Post-Doc, habilitated or equivalently qualified academic employee	40% (12 WSHY)	25%	35%
Assistant Professor (AssProf) Post-Doc, non-habilitated academic employee, basic and applied research	45% (15 WSHY)	35%	20%
Senior Lecturer (SL) / Assistant Professor Post-Doc, non-habilitated academic employee, applied research	90% (30 WSHY)	0%	10%
Researcher and Lecturer (RL) Pre-Doc currently studying	25% 3/8 WSHY (1st/2nd year)	50%	25%
Lecturer (L) Type A Post- or Pre-Doc without administrative tasks	100% 34 WSHY	0%	0%
Lecturer (L) Type B Pre-Doc with substantial administrative tasks	60% 20 WSHY	0%	40%
Other Academic Staff			
Senior Researcher (SR) / Assistant Professor Post-Doc, non-habilitated academic employee, basic and applied research	0%	50-100%	0-50%
Researcher (R) Post- or Pre-Doc	0%	50-100%	0-50%

[1] WSHY = Weekly semester hours per year; approximate percentage of total hours of employment; the percentage of teaching responsibilities includes preparation time for classes.
[2] including time for applied (industry) research.

In 2023/24, the academic staff of Modul University, both at the Vienna and Nanjing campuses, is distributed across the following schools:

	NMT	**ADS**	**IM**	**SGM**	**TSM**	**Total MU Vienna**	**Total MU Nanjing**
Assistant Professor	0	3	0	1	3	7	1
Assistant Professor/ Senior Lecturer	0	0	2	0	1	3	0
Associate Professor	0	0	0	3	1	4	1
Full Professor	1	1	2	4	5	13	1
Researcher	2	0	0	0	0	2	0
Researcher and Lecturer	0	0	0	1	2	3	0

University Lecturer	0	0	5	0	0	5	3
Total	**3**	**4**	**9**	**9**	**12**	**37**	**6**

3.2.1.1. Functions, Teaching Load and Work Time of the Academic Core Staff

	Surname	Name	Acad. Degree	Function[4]	School	Teaching 2023/2024[2]		Work Time
						Class hours	Thesis & exam supervision	
Modul University Vienna Campus (Modul University and Modul Technology)								
1	Acs	Zoltan	PhD	R	VIGS	0.0	-	40 h
2	Aouad	Maroun	PhD	AssProf / Senior L	TSM	15	1.6	20 h
3	Apostol	Stefan	PhD	RL	VIGS	0.0	-	40 h
4	Aritza	Alaitz	MSc	RL	SGM	0.0	-	40 h
5	Bettin	Michele	MSc	RL	TSM	1	-	33 h
6	Chekembayeva	Gaukhar	PhD	Senior L	IM	7.0	0.3	40 h
7	Dickinger	Astrid	Dr. habil.	FProf, Dean, Dep. Head	TSM	11.75	5.1	37 h
8	Dan	Daniel	PhD	AssProf	ADS	14.5	1.45	40 h
9	Garaus	Marion	Mag. DDr.	AscProf, Vice P, Dean	IM	3.5	6.3	40 h
10	Ghorbani	Farzaneh	Dr.	AssProf	ADS	0.0	-	40 h
11	Gibbs	Davis	MSc	RL	SGM	12.5	4.7	40 h
12	Gunter	Ulrich	Dr.	FProf, Dean	TSM	9.5	0.8	40 h
13	Helic	Denis	Dr. Dl.	FProf	ADS	6.5	-	8 h
14	Hibbert	Simon	MBA	R	IM	27.0	-	25 h
15	Jungwirth-Edelmann	Eva Aileen	MA	R	IM	27.5	4.2	20 h
16	Kolomoyets	Yuliya	PhD	AssProf	TSM	8.25	2.4	40 h
17	Leonard	David	PhD	AssProf/SL	SGM	29.4	0.8	40 h
18	Lord	Maria	MA	R	IM	28.8	-	25 h
19	Maier	Gunther	Mag. Dr.	FProf	SGM	4.5	-	20 h
20	Marr	Kimberley	MSc	RL	TSM	3.0	1	40 h

	Surname	Name	Acad. Degree	Function[4]	School	Teaching 2023/2024[2]		Work Time
						Class hours	Thesis & exam supervision	
21	Mazanec	Josef	Dr.	FProf. em.	TSM	3.0	-	20 h
22	Mylocopos	Samantha	MSc	R	IM	28.6	2.3	40 h
23	Nixon	Lyndon	Dr.	AssProf	ADS	13	0.7	20 h
24	Scharl	Arno	Dr.	FProf	NMT	0.8	-	20 h
25	Schöggl	Josef-Peter	PhD	FProf	SGM	0.0	-	40 h
26	Sedlacek	Sabine	Dr.	AscProf, Dep. Head	SGM	9.5	1.5	40 h
27	Smeral	Egon	Prof. Dr.	FProf	TSM	1.5	-	20 h
28	Szakos	Judit	PhD	RL	VIGS	0.0	-	40 h
29	Stienmetz	Jason	PhD	AssProf	TSM	13.0	3.1	40 h
30	Treiblmaier	Horst	Dr.	FProf, Dep. Head	IM	7	2.1	40 h
31	Trettel Silva	Gabriel	MA	RL	SGM	8.0	0.9	40 h
32	Vock	Reinhard	MBA	R	IM	27.0	3	25 h
33	Wagner	Udo	DI. Dr. h.c.	FProf	IM	0.0	-	20 h
34	Weinmayer	Karl	PhD	AssProf	IM	11.5	0.25	40 h
35	Weismayer	Christian	Dr.	AssProf	SGM	14	1.5	30 h
36	Wöber	Karl	Dr.	FProf, President	TSM	1.5	0.5	40 h
37	Zekan	Bozana	Dr.	AscProf	TSM	8.5	1.5	40 h
38	Xie	Yuqing	MA	RL	TSM	0.0	-	40 h
Total actual teaching load:						**356.6 h**		
Modul University Nanjing Campus								
1	Chikuta	Oliver	PhD	FProf	MSN	7.0 h	5 h	40 h
2	Boamah	Kofi Baah	PhD	AscProf	MSN	11.0 h	6 h	40 h
3	Huang	Amily (Jiexin)	MA	L	MSN	17.6 h	8 h	40 h
4	Wong	Siao Fui	PHD	AssProf	MSN	14.0 h	6 h	40 h
5	Yang	Alice	MA	L	MSN	16.0 h	/	40 h

	Surname	Name	Acad. Degree	Function[4]	School	Teaching 2023/2024[2]		Work Time
						Class hours	Thesis & exam supervision	
6	Yang	Shirley	MA	L	MSN	16.0 h	/	40 h
7	Liu	Robin	MA	IAD	IAD	2.0 h	/	40 h
8	Lyu	Berenice	BA	Student Service Officer	MSN	1.0 h	/	40 h
Total actual teaching load:						**84.6 h**		

[1] partly on maternity leave/not employed during the whole reporting period, left university or started during the period
[2] in accredited study degree programs only, incl. supervision of theses
[3] promoted/elected during the reporting period
[4] RL: Researcher/Lecturer; SL: Senior Lecturer; AscProf: Associate Professor; R: Researcher; FProf: Full Professor; L: Lecturer; AssProf: Assistant Professor; Dep. Head: Department Head; Vice P.: Vice President.

Modul University Vienna takes great pride in maintaining strong academic ties with its adjunct faculty, research associates, and scholars – individuals who have studied, worked, or otherwise developed a lasting connection with the university.

Adjunct Professors	Prof. Dr. Daniel Fesenmaier (University of Florida) Prof. Dr. Andreas Zins Prof. Keith Straughan, PhD
Adjunct Assistant Professors	Dr. Roman Egger
Research Associates	Dr. Valeria Croce (European Commission)

3.2.1.2 External Lecturers: Contracted Hours, Qualifications

In 2023/2024, the following external lecturers taught at Modul University Vienna and Nanjing:

No.	Surname	Name	Title	Program	Teaching h
Modul University Vienna Cmapus					
1	ALM	Niko	Mag. Phil.	UG	1.5
2	ANDEL	Christine	Mag.	Language	6
3	AUGUSTIN	Florian	-	UG	2
4	BARTOK	Larissa	MBA	MBA	1.5
5	BAUER	Stefan	Dr.	MSc/MBA	3.75
6	BENEDIKT	Josef	Dr.	MSc	2
7	BERTOCCHI	Dario	PhD	UG	2
9	COROAMA-DORNEANU	Laura Ioana	Ed.D	FP	32
10	DETERING	Jakob	MA.	MBA	1.5
11	DOWNLING	Michael	-	MSC/MBA	1.5
12	DRESSLER-STROSS	Stefan	Mag.	UG	2

13	EGGER	Roman	Dr.	UG	2
14	EISENHUT	Gerald	MSc.	MSc/UG	17
15	FESENMAIER	Daniel	Dr.	MSc/MBA	2
16	GLASER	Matthias	PhD	UG	2
17	GRABLECHNER	Vera	MA.	UG	7
18	GROHS	Reinhard	Prof. Dr.	UG	4
19	GRÖSSL	Barbara	BSc. Dipl.	FP	32
20	GRUBER	Brigitte	MBA	UG	2
21	HABERICH	Max	PhD	Language	3
22	IGNATOVA	Milena	Mag.	UG	3
23	JANIK-BOENDER	Anais	MSc	FP	19.8
24	KHALIL	Houssam	MSc	FP	12.4
25	KLEIJNEN	Mirella	PhD	MBA	1.5
26	KÖCK	Konstantin	LL.M MBA	UG	4
27	KÖPPL	Stefan	MSc	MBA	1.5
28	KRÖSSWANG	Alexander	Mag.	MBA	1.5
29	KULUR	Mithat	M. Phil	UG	2
30	KUNST	Robert	Dr.	UG	2
31	KURZROCK	Björn	MSc. Dipl.-Kfm Dr.	MBA	1.5
32	LALICIC	Lidija	PhD	MBA	1.5
33	LATZENHOFER	Andreas & Susanne	Dipl. Päd.	UG	6
34	LIU	Yi-Yu	MSc	FP	14.4
35	LORBER	Rene	-	MSc/MBA	1.5
36	MAINERT	Jakob	Dr.	MSc/MBA	4
37	MALY-GAERTNER	Martina	-	MSc/MBA	1.5
38	MCKINLEY	Robert	MBA	MSc/MBA	1.5
39	MIRONSKI	Jacek	PhD	MSc	1.5
40	MOCK	Ingrid	Dipl. -Päd. Prof. (FH) Mag.	Language	6
41	MORGAN	Robert	PhD	MBA	1.5
42	NEWMAN	Chris	MSc	UG	2
43	NIJS	Vincent	MBA	MSc	1
44	NUZZO	Angelo	MBA, MA	UG	2
45	PREUSSER	Manuel	PhD	MSc	4
46	RANKINE	Graeme	Prof.	MBA	1.5
47	REINSBERGER	Kathrin	Dr.	MBA	1.5
48	REYMAN	Katarzyna	Dr.	MSc/MBA	1.5
49	SARKINOVIC	Taida	Dr., LL.M.	UG	14
50	SCHICK	Alexander	Dr., LL.M.	UG	2
51	SCHILDHAMMER	Georg	Mag. Phil. Dr. Phil.	UG	11.5
52	SCHUH	Bernd	Mag.	MBA	1.5
53	SCHULTE-DERNE	Michael	Dr.	MSc	2

54	SEEHRA	Indi	MA, MSc	MBA	1.1
55	STIEGLER	Brita	Dipl. BW	MSc	2
56	STROBL	Stefan	MSc	UG	12
57	TIBULSCHI	Ludmila	MSc	FP	4.2
58	TUSSYADIAH	Iis	PhD	MSc/MBA	1.5
59	VIOTTO	Elisabetta	MBA	MBA	0.4
60	VLASICH	Sebastian	MSc, BSc, LL.B.	UG	4
61	VON ARNOLD	Henrik	Mag.	UG	2
62	ZEHETMAYER	Ulrike	Prof. Mag.	Language	9
63	ZIHR	Georg	Dr.	UG	8
64	CHRISTOPOULOS	Dimitris	Dr.	PhD	2
Total: 304.55					
Modul University Nanjing Campus					
1	CHIKUTA	Oliver	PhD	MSN	7
2	BOAMAH	Kofi Baah	PhD	MSN	11
3	WONG	Siao Fui	PhD	MSN	14
4	HUANG	Amily	MA	MSN	17.6
5	YANG	Alice	MA	MSN	16
6	YANG	Shirley	MA	MSN	16
7	LYU	Berenice	BA	MSN	1
8	LIU	Robin	MA	IAD	2
Total: 84.6					

3.2.1.3. Ratio between internal and external lecturers

	UG	MBA	MSc	PhD	Vienna Total	Nanjing Total	MU Total
h total	391	62.1	91	10.5	554.6	118.6	673.2
h internal	248	26.1	74	8.5	356.6	84.6	441.2
h external	114.5	18	31.25	2	165.75[1]	34.0	199.75
Internal ratio	**68.4%**	**59.2%**	**70.3%**	**80.95%**	**68.3%**	**71.3%**	**68.8%**

[1] The total for external hours excludes the Foundation Program and Language Courses.

The overall ratio of teaching by internal staff is 68.3% at the Vienna campus and 71.3% in Nanjing. MU was able to achieve the target of meeting at least 50% internal teaching in the undergraduate area in 2023/24, as well as all other programs.

3.2.2. Administrative staff

In 2023/2024, 65 administrative staff in Vienna and 3 in Nanjing were working at Modul University in the different administrative organizational units. The following table presents the administrative staff working for Modul University as of August 2023.

Department	Position	Name	Head Count	FTE[1]
Academic Office (ACO)	Registrar & Head of Student Affairs	Calhoun, Benjamin	1	1,00
	Associate Registrar	Hozjan, Karmen	1	1,00
	Study Program Manager	Tibulschi, Ludmila	3	1,00
		Krusic, Luka		1,00
		Kusić, Ana		1,00
	Study Program Manager Team Lead & International Affairs Coordinator	Doherty, Rachel	1	1,00

	Study Program Manager and Internship Coordinator	Eder, Yasmin	1	0,75

Admissions and Student Accounting	Student Accounts Advisor	Bence, Greta	3	1
		Stoytcheva, Darina		0,75
		Ugri, Zsuzsanna		0,88
	Admissions Coordinator	Schallenberg, Denisa	3	0,88
		Klepetková, Lucia		0,63
		Gobin, Luka Frane		1,00
	Head of Admissions and Student Accounting	Babic, Sanela	1	1,00
Facility, Event & Campus Management	Cafeteria Chef	Krautz, Bernhard	1	1,00
	Cafeteria Staff	Simon, Gabriela	2	0,63
		Riahi, Karim		0,63
	Technician	Friedelt, Jürgen	1	1,00
	Team Assistant	Fiegl, Tina-Maria	1	0,88
	Team Assistant (Maternity leave coverage)	Malcheva, Katrin	1	0,88
	Head of Facility, Event & Campus Management	Straube, Michael	1	1,00
	Facility Staff	Jovanovic, Adriana	2	1,00
		Cirlan, Mirela Ionelia		1,00
Department	**Position**	**Name**	**Head Count**	**Weekly hours**
Finance	Financial Controller	Meneses, Marco	1	0,75
	Head of Finance & Business Strategy	Nussbaumer, Matthias	1	0,75
	Junior Operations Controller	Baiadean, Sabina	1	0,63
	Project Administrator	Bondare, Zane	1	0,8
Human Resources	HR Generalist	Novakovic, Ivana	1	1,00
Information Systems Services	Software Developer	Mansouri, Armin	1	1,00
	Service Desk Assistant	Rezvanfar, Bita	2	0,25
		Musliji, Ensar		0,25
	Service Desk Coordinator	Anantharamu, Champaka	1	0,25
	Chief Information Officer	Yoganathan, Ganesh	1	1,00
	Team Leader Software Developer	Dasarathy, Padmanabhan	1	1,00
	Library Team Lead	Weidinger, Martin	1	0,75
	Librarian	Mag. Buchmayer Claudia/Steiner, Sonja	1	0,63
Marketing	Digital Marketing Specialist	Nosova, Alina	1	0,88
	Junior Marketing Specialist	Ahmadi, Aryaneh	1	0,5
	Marketing Specialist	Mousa, Ekaterina	1	1,00

	Head of Marketing	Boyer, Richard	1	0,13
	Student Ambassador	Oberhauser, Hanna	3	0,38
		Giacomini, Giorgia		0,13
		Namdari, Sohrab		0,25
	Team Assistant	Ivanova, Marieta	1	0,38
	Student Services Coordinator	Buccione, Francesca	2	0,88
		Valentin Izquierdo, Sara		1,00
	Student Services Team Lead	Ana Jugo	1	1
PR & Communication	Head of PR & Communication	Olsacher, Paul	1	1,00
Research Center for New Media Technology	Project Manager	Róg, Aneta	1	0,5
Student Recruitment	Student Recruitment Team Leader	Rus, Andrada	1	1,00
	Student Ambassador	Wölfer, Clarissa	1	0,08
	Student Recruitment Advisor	Fernandez Aguilera, Eduardo	3	1,00
		Knuters, Jessica		1,00
		Meisel, Max		1,00
	Head of Student Recruitment	Exton, Natasha	1	1,00
Vienna Institute of Global Studies	Deputy Director	Beszedes, Noemi	1	1,00
University Board Office	Managing Director	Viszkievicz, András	1	1,00
	HR Coordinator	Schwarcz-Sallai, Elizabeth	1	0,15
	QM & Accreditation Coordinator /Manager	Baghdasaryan Karapet/Janik-Boender, Anais	1	1,00
	Research and Knowledge Transfer Support Manager	Hulková, Lucia	1	0,88
	Chief Assistant to the University Board	Adad, Maria Ayelen	1	1,00
	Chief Academic Officer	Aubet, Clotilde	1	1
	Vice President of Research	Garaus, Marion	1	1,00
	President	Wöber, Karl	1	1,00
	Strategic Project and Process Manager	Vock, Reinhard	1	0,5
		Planned Total	**64**	**51,11**

[1] FTE does not reflect changes of employment relationships during the year

On the Nanjing Campus:

MSN	Student Services	Berenice Lyu	1	1,00
	Quality Manager	Andy Wang	1	1,00
	Program Manager	Linda Lin	1	1,00
Total: 3				

3.3. Finance Figures

In order to improve transparency, as well as the global quality management of Modul University, the annual accounts are being checked by an external auditor. The financial report for 2023/2024 will be provided as soon as it is available, as it has not been finalized at the submission deadline for the annual report 2023/2024.

4. Measures for the promotion of young academics and scientists

4.1. Documentation of the Selection and Promotion Procedures

4.1.1. On the Vienna campus

In 2023/2024, several new faculty members started working at Modul University Vienna. Following a hiring process led by a Search Committee, a new Associate Professor, Josef-Peter Schöggl, was hired and started at the School of Sustainability, Governance, and Methods in September 2024. In another hiring process by the Head of the School of Data Science, led to the recruitment of Assistant Professor Dr. Farzaneh Ghorbani, who started in March 2023. The University also recruited two new junior researchers and PhD students, Alaitz Aritza and Yuqing (Selina) Xie, who started their Researcher and Lecturer positions in September 2024.

Assistant Professor Dr. Christian Weismayer was promoted to Associate Professor after the successful evaluation of a promotion committee led by Prof. Dr. Astrid Dickinger on 22nd of January 2024. Assistant Professor Dr. Bozana Zekan was promoted to Associate Professor after the successful evaluation of a promotion committee led by Prof. Dr. Gunther Maier on 13th of June 2024.

Associate Professor Dr. Ulrich Gunter was promoted to Full Professor after the successful evaluation of a promotion committee led by Prof. Dr. Udo Wagner on 7th of May 2024.

Dr. Karl Weinmayer handed in an application for promotion as Associate Professor on 3rd of July 2023. The promotion committee led by Prof. Dr. Denis Helic has ceased its work on the 22nd of January 2024.

4.1.2. On the Nanjing campus

There are no updates on the Nanjing campus during 2023-2024.

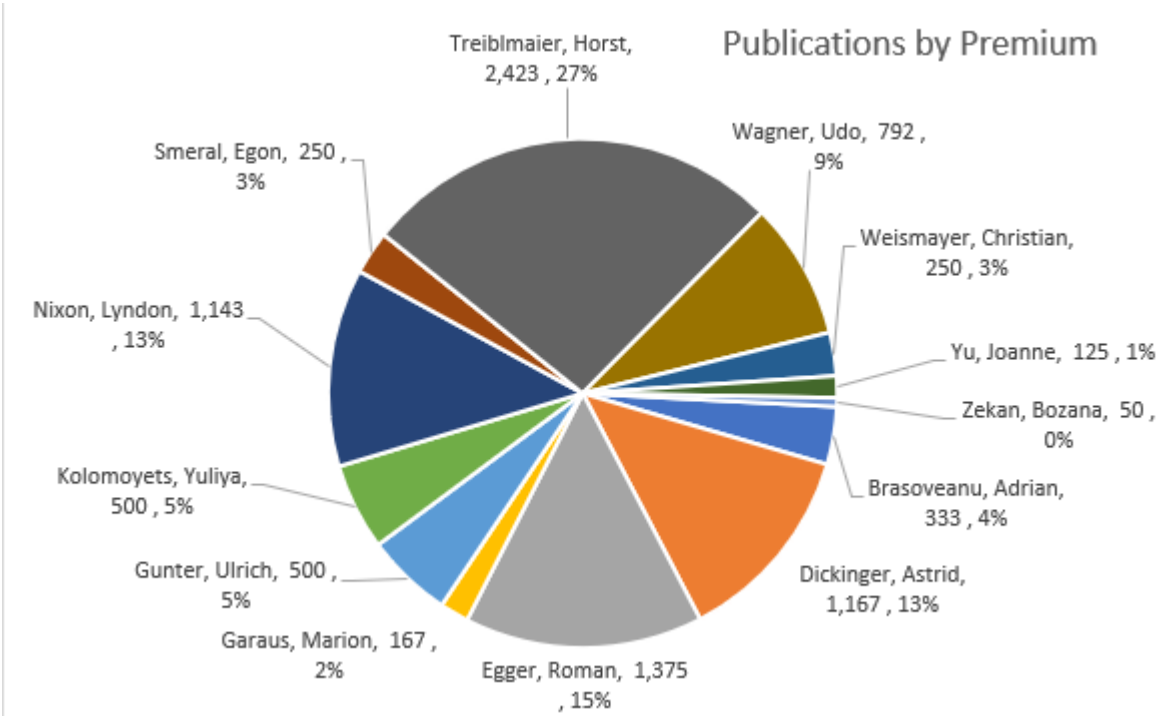
4.2. Activities to Promote Young Researchers and Other Human Resource Development Activities

During the reporting period, Modul University Vienna offered two fully paid positions for young researchers and lecturers, giving them not only the possibility to focus on their doctoral thesis, but also including them in the scientific community, encouraging them to visit international congresses and to take part in research projects. Also, nine young scientists were included in the scientific community at Modul University as researchers on projects. Modul University also supports publications in renowned peer-reviewed journals for all faculty with premiums for publications.

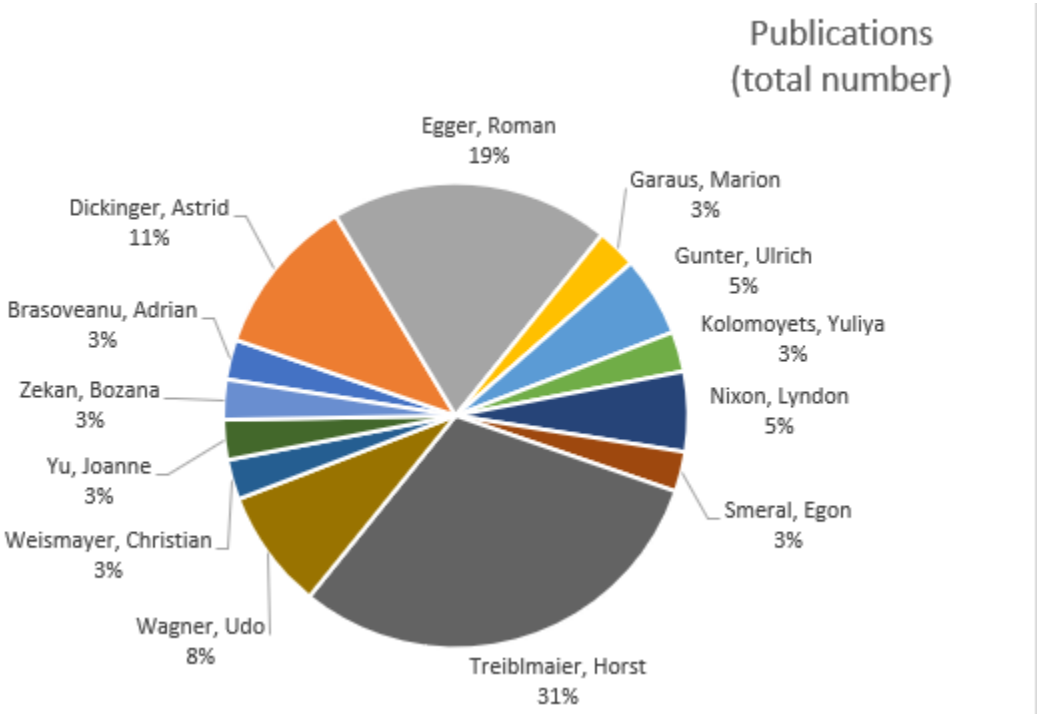
The premium for A-rated journal amounts to € 1,000 (for a single author), the premium for B-rated journals to € 500 (for a single author). In 2023/2024, 19 premiums for A-rated journals and 24 for B-rated journals were given for the total sum of 11,529 EUR.

Modul University Vienna also uses a research publication documentation database (PURE). Both platforms help to make Modul University's research success more visible.

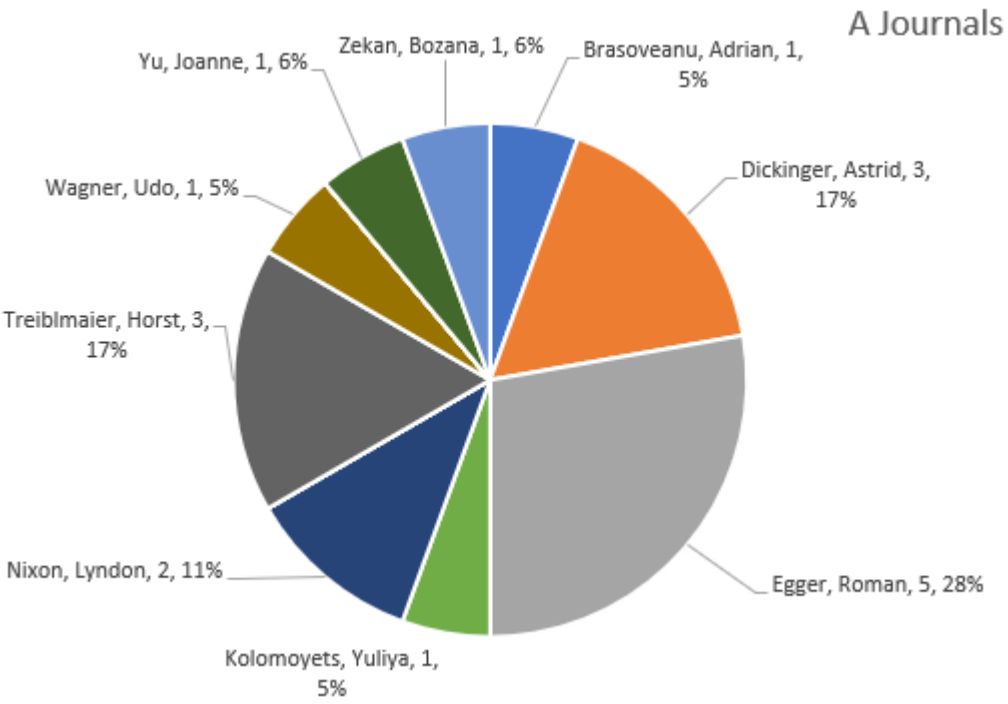
Graph 4: Publications by Premium



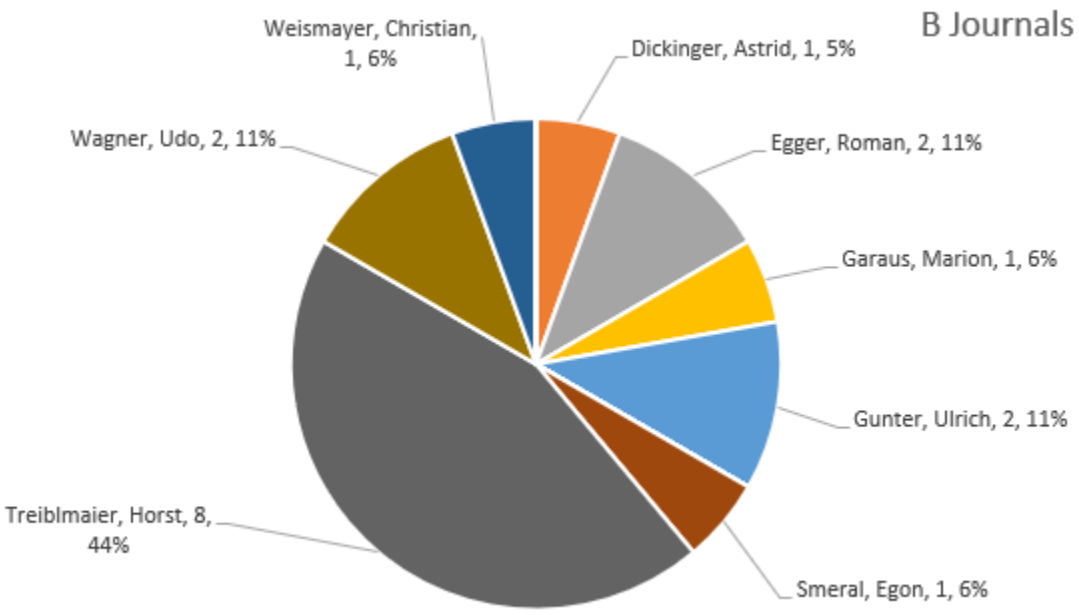
Graph 5: Total Number of Publications



Graph 6: Total Number of Publications in A Journals



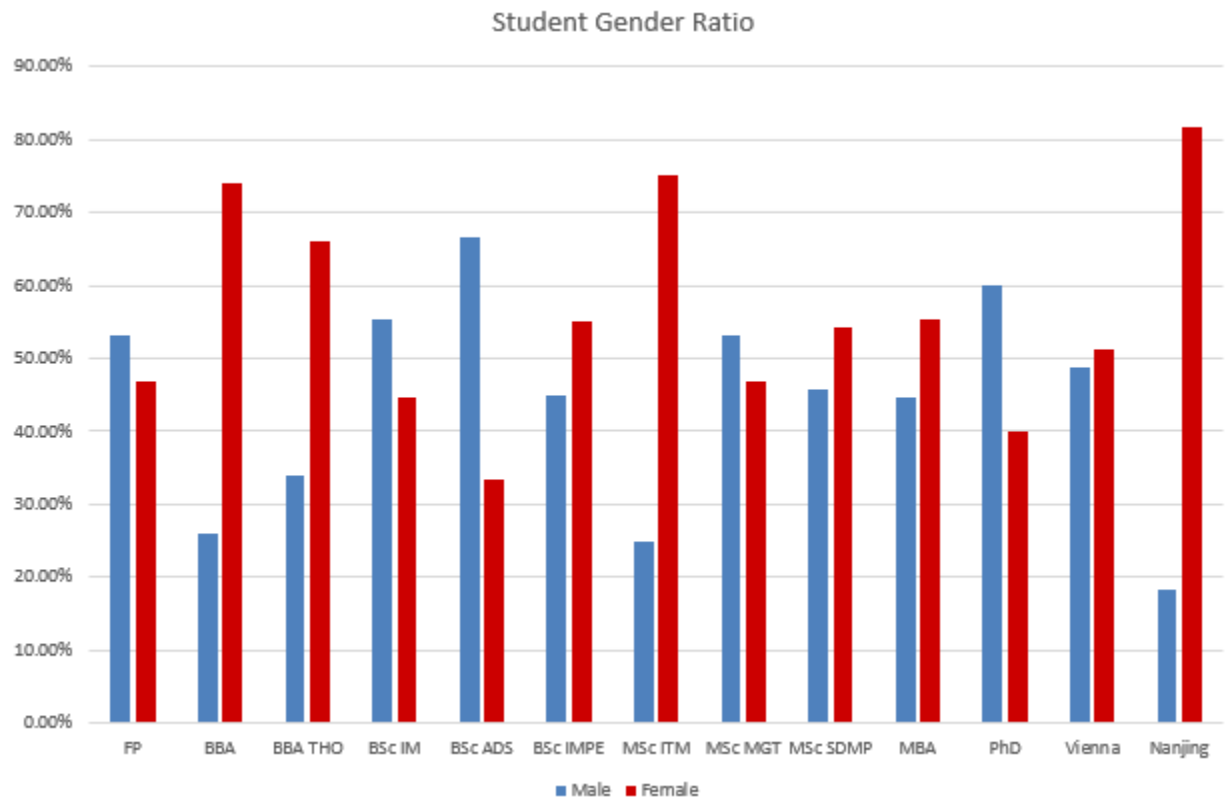
Graph 7: Total Number of Publications in B Journals



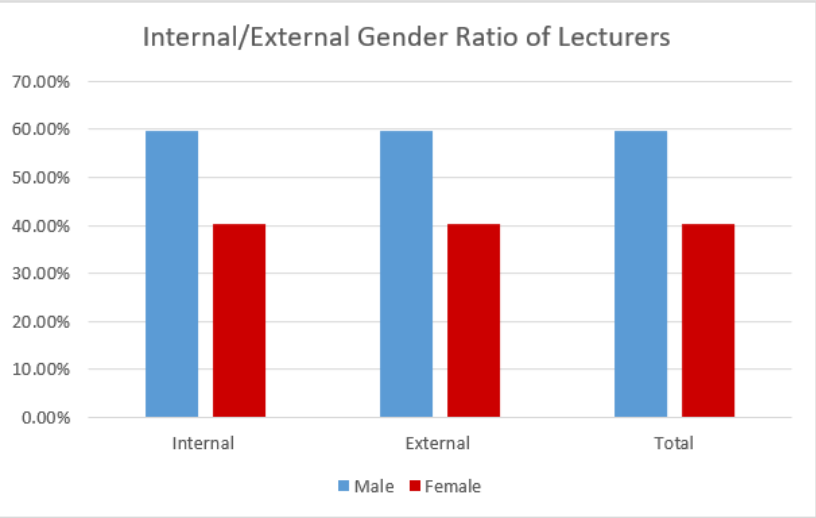
5. Measures for Gender Equality

Modul University is dedicated to promoting gender equality among its staff and faculty, upholding its responsibility as an employer and in compliance with the law. In 2015, the university established the Inclusion and Diversity Committee (IDC) in order to strengthen Modul University Vienna's commitment to diversity management, addressing a broad range of issues including gender equality, special needs, religious freedom, etc. Elected by the University Senate, the IDC also reviews the implementation of the Affirmative Action Plan for Managing Inclusion and Diversity, which was last reviewed in November 2020. This document states the commitments and guiding principles of Modul University Vienna in terms of gender equality and more generally, of diversity.

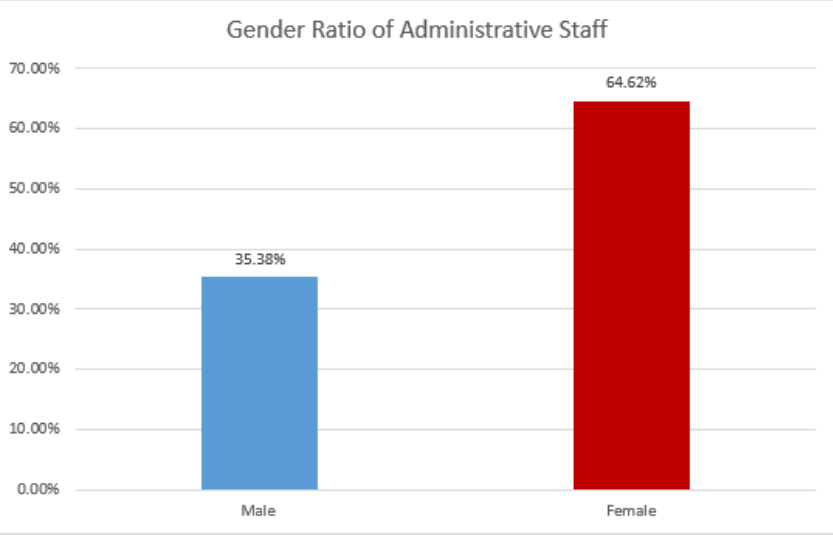
Graph 8: Student Gender Ratio



Graph 9: Internal/External gender ratio of lecturers

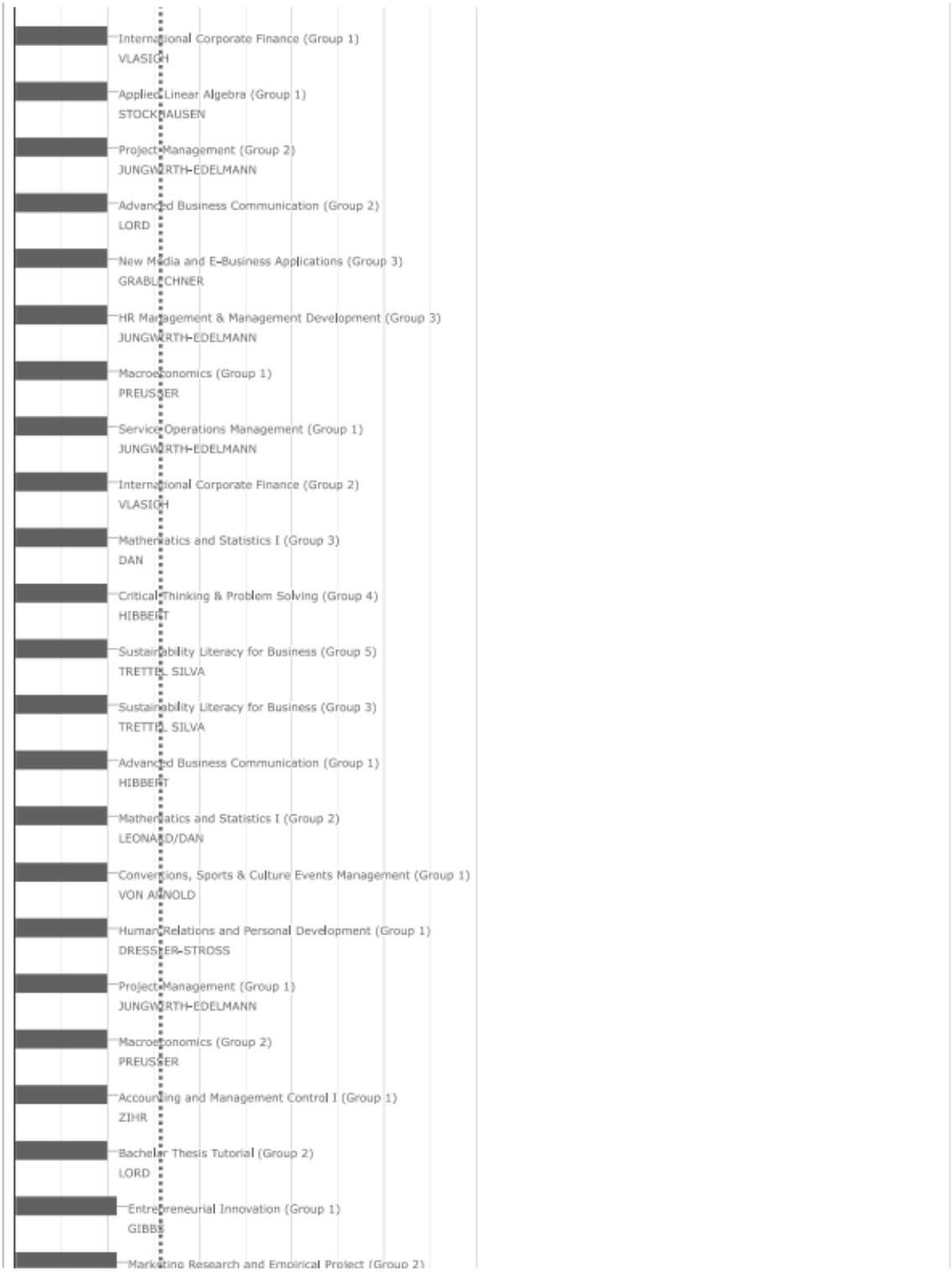


Graph 10: Gender Ratio of Administrative Staff

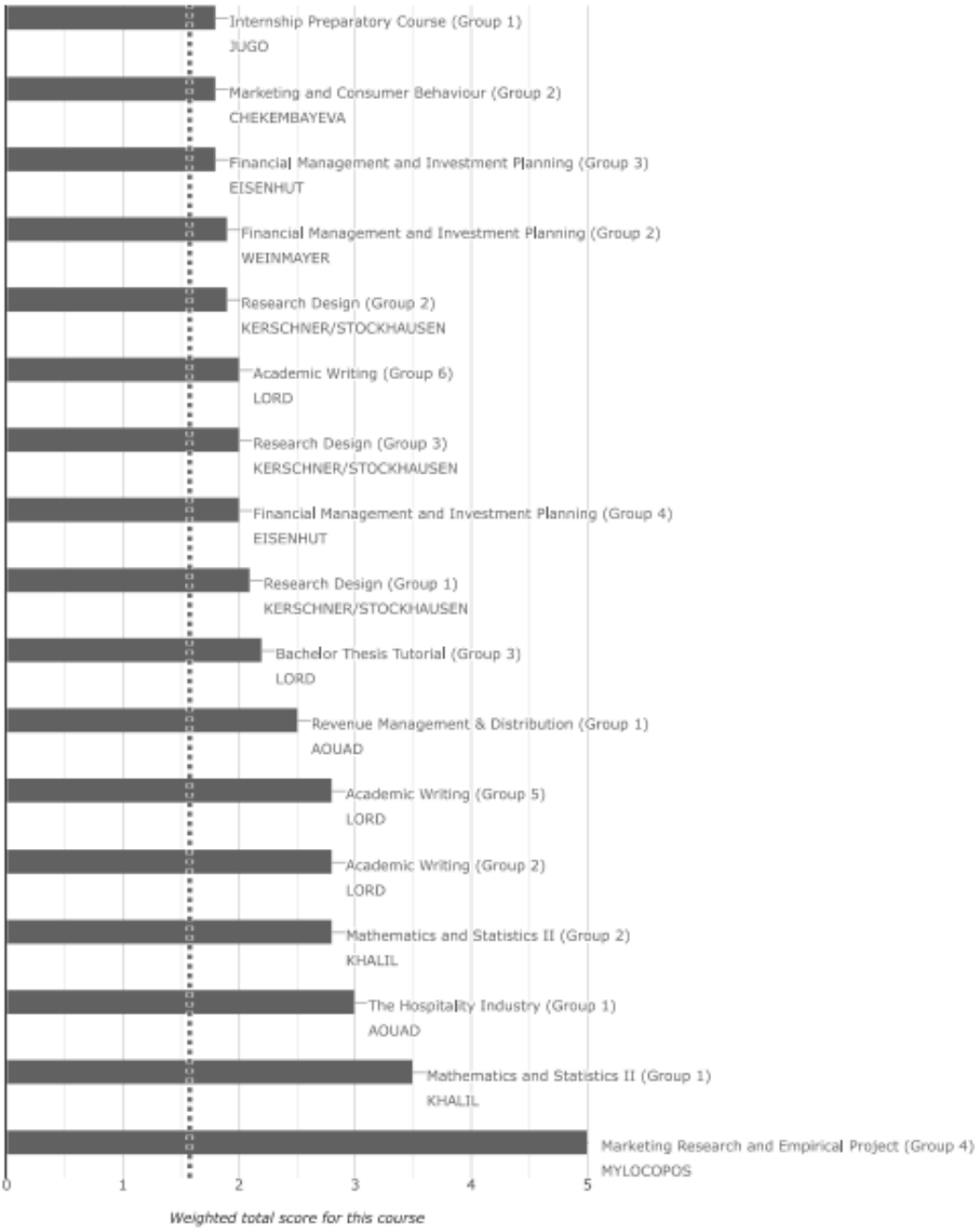


Annex I: Course Evaluations Vienna

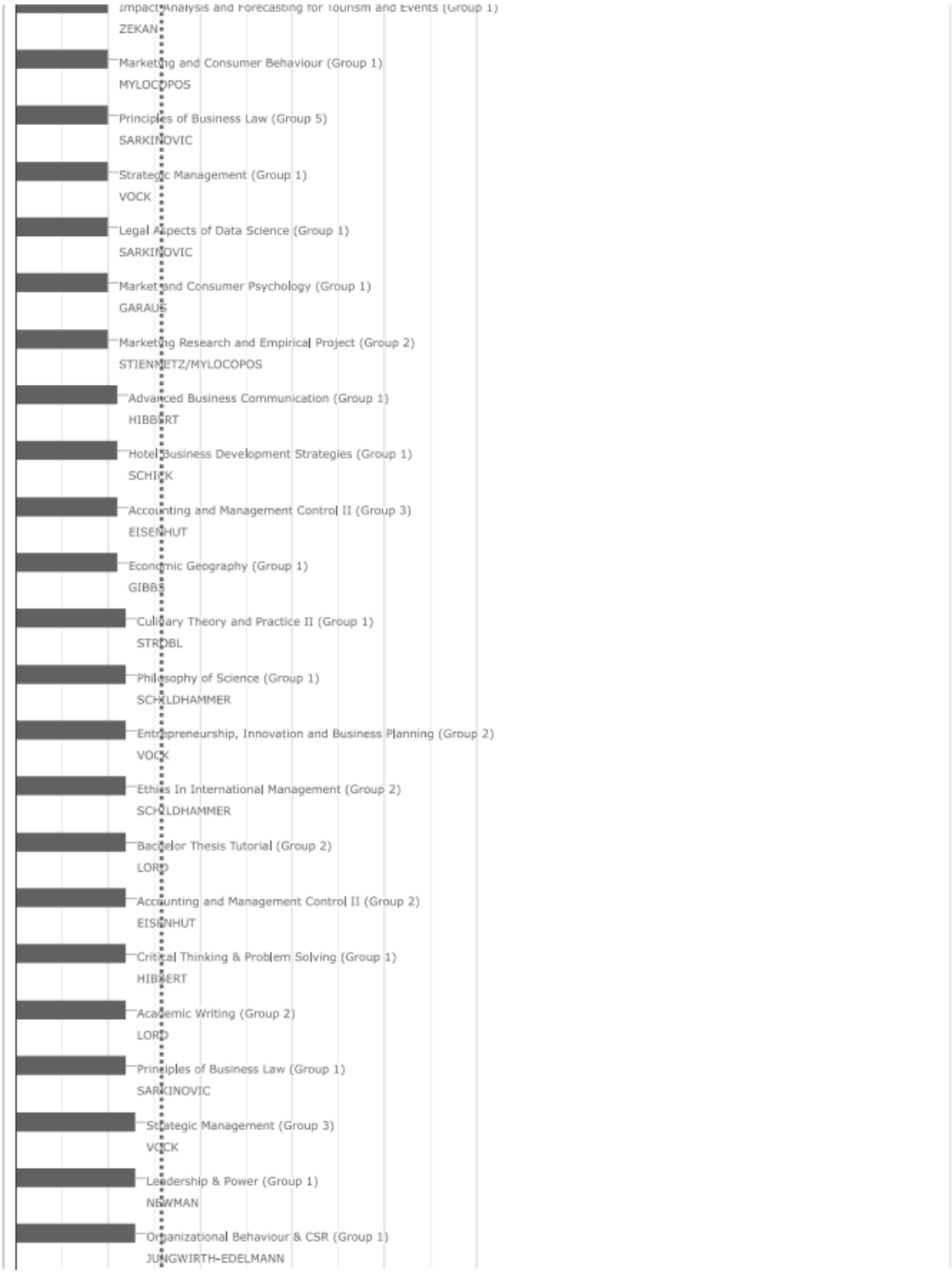
2023 Undergraduate Fall



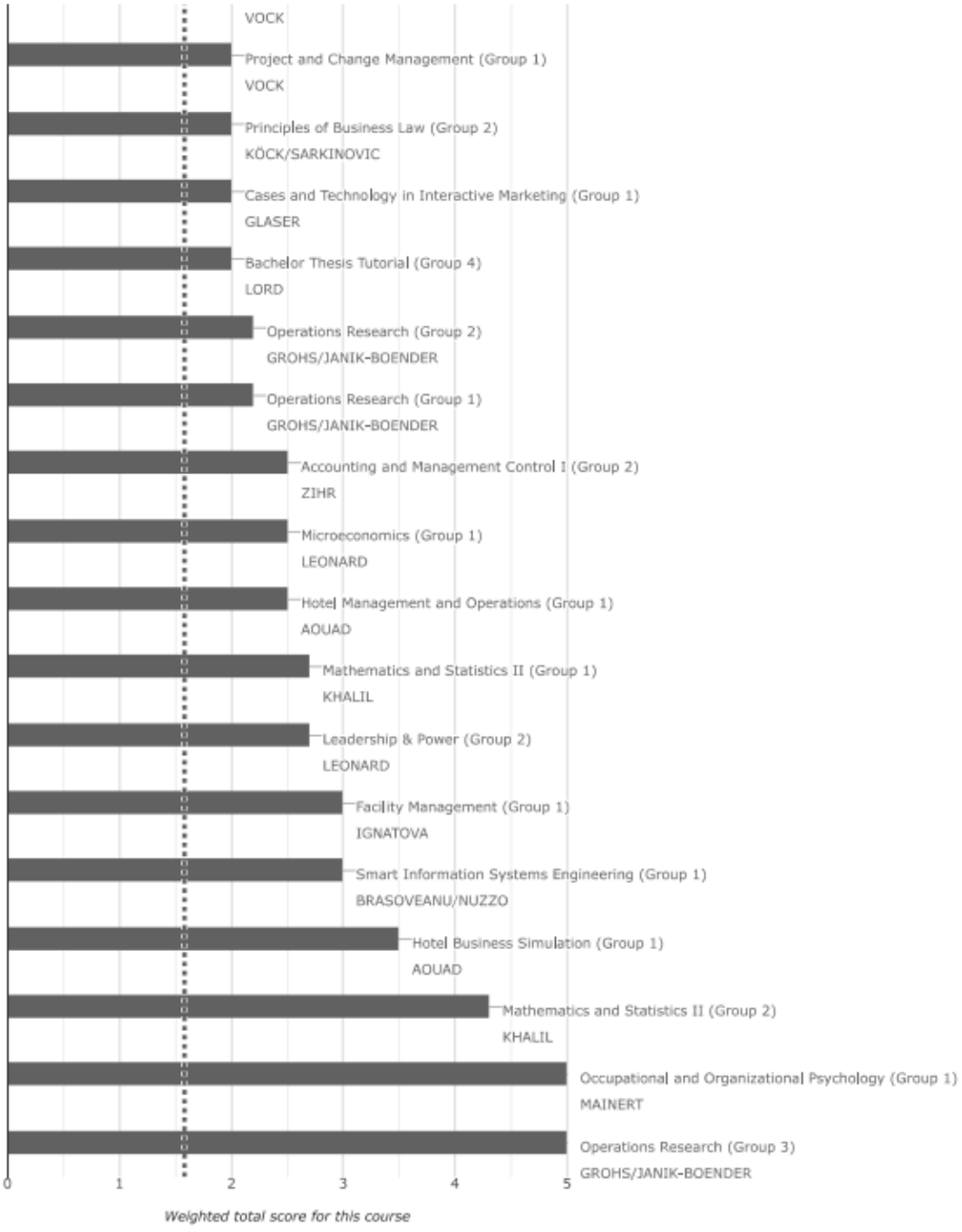
STIENMETZ
Financial Management and Investment Planning (Group 1)
WEINMAYER
Social Media Marketing Planning (Group 1)
NIXON
Accounting and Management Control II (Group 2)
EISENHUT
New Media and E-Business Applications (Group 2)
GRABLECHNER/NIXON
New Media and E-Business Applications (Group 1)
NIXON
Entrepreneurship, Innovation and Business Planning (Group 1)
VOCK
Accounting and Management Control I (Group 2)
ZINR
Supply Chain Management (Group 1)
GIBBS
Integrated Marketing Communications (Group 1)
GHEKEMBAYEVA
Advanced Business Communication (Group 3)
LORD
Project Management for Tourism, Events and Hotels (Group 1)
JUNGWIRTH-EDELMANN
Marketing and Consumer Behaviour (Group 1)
MYLOCOPOS
Critical Thinking & Problem Solving (Group 2)
HIBBERT
Mathematics and Statistics I (Group 1)
LEONARD
Marketing Research and Empirical Project (Group 1)
STIENMETZ/MYLOCOPOS
Tourism and Hospitality Business Analysis (Group 1)
ZEKAN/KOLOMOYETS
Introduction to Social Psychology (Group 1)
MAINERT
Critical Thinking & Problem Solving (Group 3)
HIBBERT
Accounting and Management Control II (Group 1)
EISENHUT
Sustainability Literacy for Business (Group 1)
TRETTEL SILVA
New Media and E-Business Applications (Group 4)
GRABLECHNER
Mathematics and Statistics I (Group 4)
LEONARD


Internship Preparatory Course (Group 1)
JUGO
Marketing and Consumer Behaviour (Group 2)
CHEKEMBAYEVA
Financial Management and Investment Planning (Group 3)
EISENHUT
Financial Management and Investment Planning (Group 2)
WEINMAYER
Research Design (Group 2)
KERSCHNER/STOCKHAUSEN
Academic Writing (Group 6)
LORD
Research Design (Group 3)
KERSCHNER/STOCKHAUSEN
Financial Management and Investment Planning (Group 4)
EISENHUT
Research Design (Group 1)
KERSCHNER/STOCKHAUSEN
Bachelor Thesis Tutorial (Group 3)
LORD
Revenue Management & Distribution (Group 1)
AOUAD
Academic Writing (Group 5)
LORD
Academic Writing (Group 2)
LORD
Mathematics and Statistics II (Group 2)
KHALIL
The Hospitality Industry (Group 1)
AOUAD
Mathematics and Statistics II (Group 1)
KHALIL
Marketing Research and Empirical Project (Group 4)
MYLOCOPOS
0
1
2
3
4
5
Weighted total score for this course

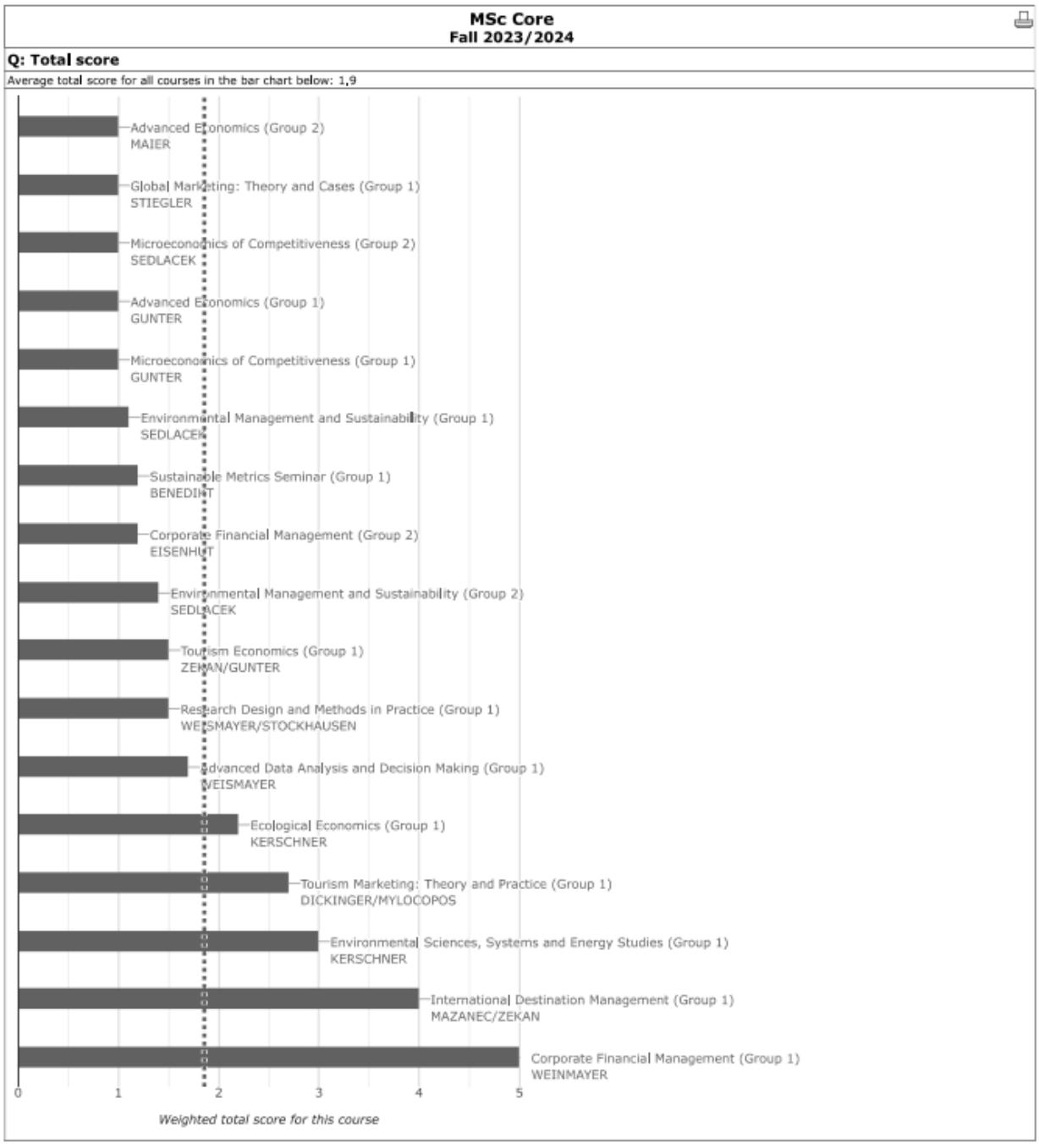
2024 Undergraduate Spring


Impact Analysis and Forecasting for Tourism and Events (Group 1)
ZEKAN
Marketing and Consumer Behaviour (Group 1)
MYLOCOPOS
Principles of Business Law (Group 5)
SARKINOVIC
Strategic Management (Group 1)
VOCK
Legal Aspects of Data Science (Group 1)
SARKINOVIC
Market and Consumer Psychology (Group 1)
GARAUS
Marketing Research and Empirical Project (Group 2)
STIENMETZ/MYLOCOPOS
Advanced Business Communication (Group 1)
HIBBERT
Hotel Business Development Strategies (Group 1)
SCHICK
Accounting and Management Control II (Group 3)
EISENHUT
Economic Geography (Group 1)
GIBBS
Culinary Theory and Practice II (Group 1)
STROBL
Philosophy of Science (Group 1)
SCHILDHAMMER
Entrepreneurship, Innovation and Business Planning (Group 2)
VOCK
Ethics In International Management (Group 2)
SCHILDHAMMER
Bachelor Thesis Tutorial (Group 2)
LORD
Accounting and Management Control II (Group 2)
EISENHUT
Critical Thinking & Problem Solving (Group 1)
HIBBERT
Academic Writing (Group 2)
LORD
Principles of Business Law (Group 1)
SARKINOVIC
Strategic Management (Group 3)
VOCK
Leadership & Power (Group 1)
NEWMAN
Organizational Behaviour & CSR (Group 1)
JUNGWIRTH-EDELMANN

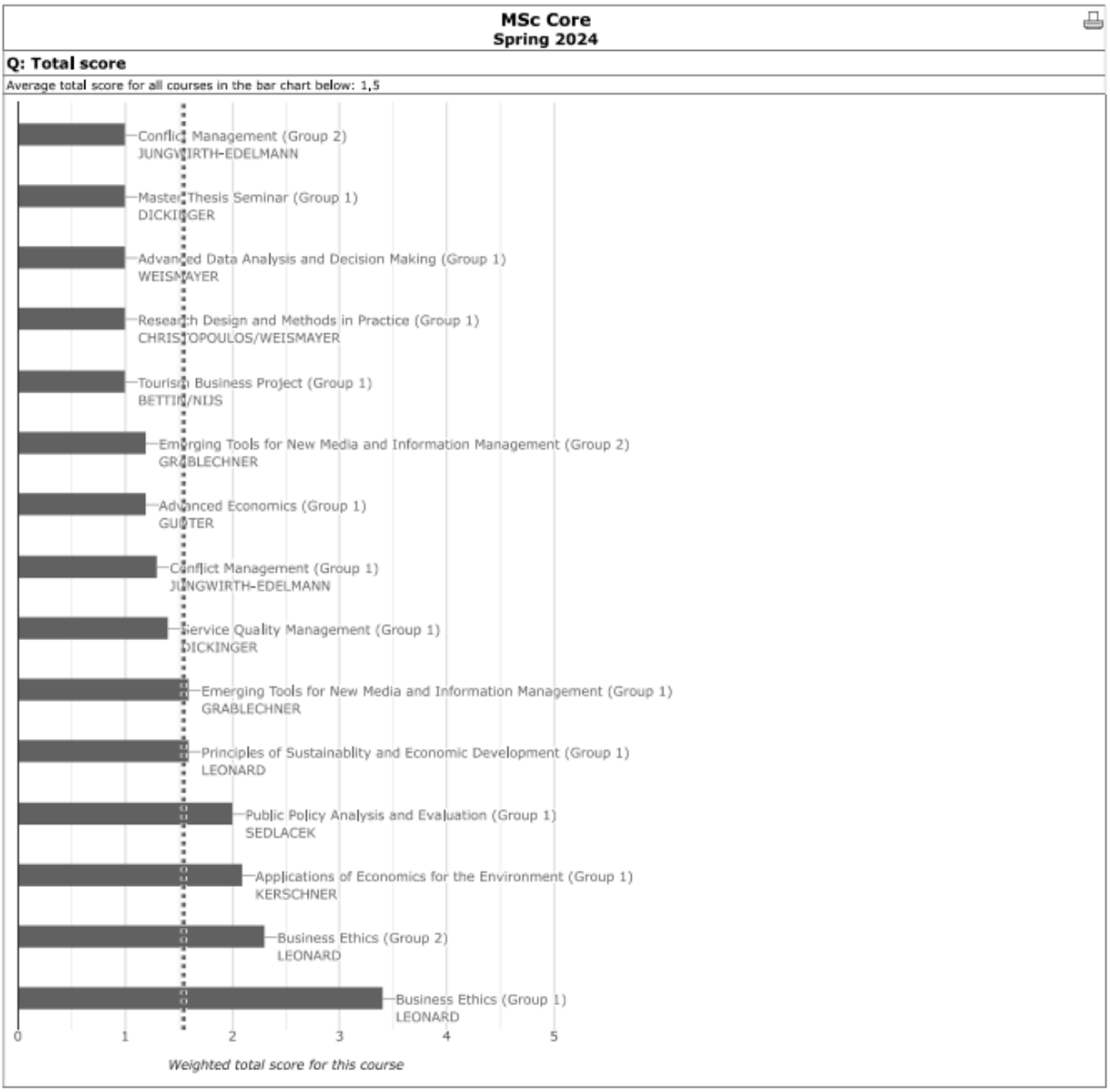
Database Management and Design (Group 1)
GHORBANI
Latest Trends in International Management (Group 1)
JUNGWIRTH-EDELMANN
Financial Management and Investment Planning (Group 1)
WEINMAYER
Rooms Division Management (Group 1)
GRUBER/AUGUSTIN
The Principles of the Crypto Economy (Group 1)
TREIBLMAIER
Bachelor Thesis Tutorial (Group 3)
LORD
Financial Management and Investment Planning (Group 2)
WEINMAYER
International Economics (Group 1)
KÜLÜR
Mathematics and Statistics II (Group 3)
KHALIL
Microeconomics (Group 2)
LEONARD
Internship Preparatory Course (Group 1)
TIBULSCHI
Tourism, Event and Hotel Management Capstone Project (Group 1)
MARR
Advanced Business Communication (Group 4)
LORD
Academic Writing (Group 3)
LORD
Mathematics and Statistics I (Group 1)
HIBBERT
Accounting and Management Control II (Group 1)
EISENHUT
Mathematics and Statistics I (Group 2)
HIBBERT
Bachelor Thesis Tutorial (Group 1)
LORD
Marketing Research and Empirical Project (Group 1)
STIENMETZ
Hotel Asset Management and Property Development (Group 1)
AOUAD
Academic Writing (Group 1)
LORD
Accounting and Management Control I (Group 1)
ZIHR
Entrepreneurship, Innovation and Business Planning (Group 3)


VOCK
Project and Change Management (Group 1)
VOCK
Principles of Business Law (Group 2)
KÖCK/SARKINOVIC
Cases and Technology in Interactive Marketing (Group 1)
GLASER
Bachelor Thesis Tutorial (Group 4)
LORD
Operations Research (Group 2)
GROHS/JANIK-BOENDER
Operations Research (Group 1)
GROHS/JANIK-BOENDER
Accounting and Management Control I (Group 2)
ZIHR
Microeconomics (Group 1)
LEONARD
Hotel Management and Operations (Group 1)
AOUAD
Mathematics and Statistics II (Group 1)
KHALIL
Leadership & Power (Group 2)
LEONARD
Facility Management (Group 1)
IGNATOVA
Smart Information Systems Engineering (Group 1)
BRASOVEANU/NUZZO
Hotel Business Simulation (Group 1)
AOUAD
Mathematics and Statistics II (Group 2)
KHALIL
Occupational and Organizational Psychology (Group 1)
MAINERT
Operations Research (Group 3)
GROHS/JANIK-BOENDER
0
1
2
3
4
5
Weighted total score for this course

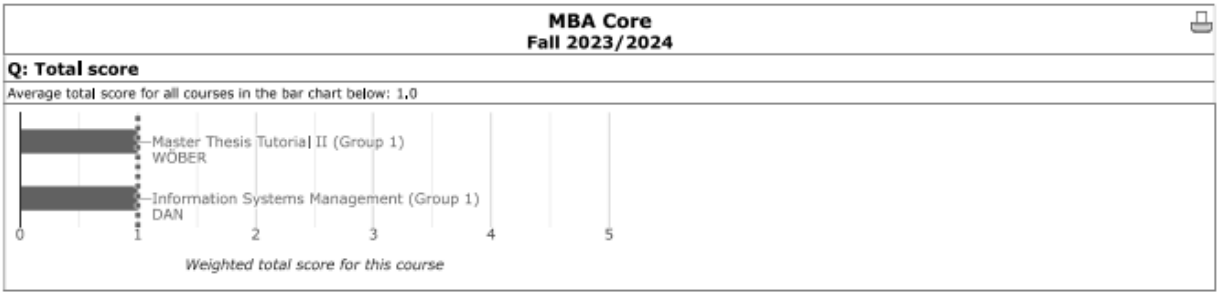
2023 MSc Fall



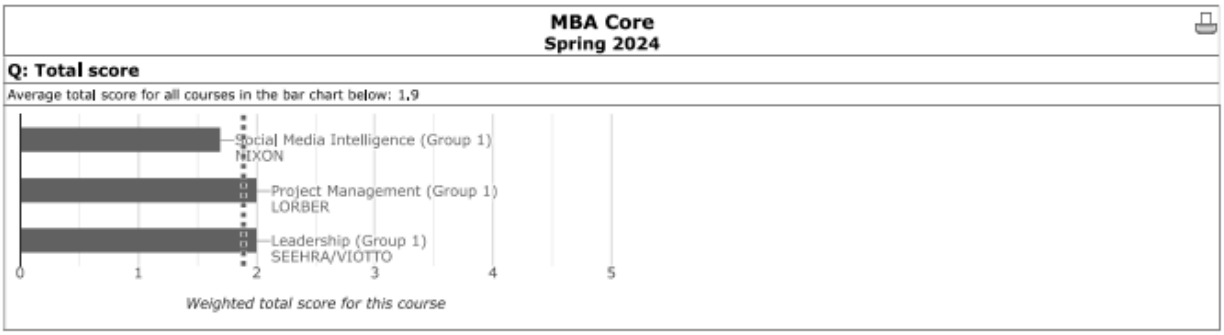
2024 MSc Spring



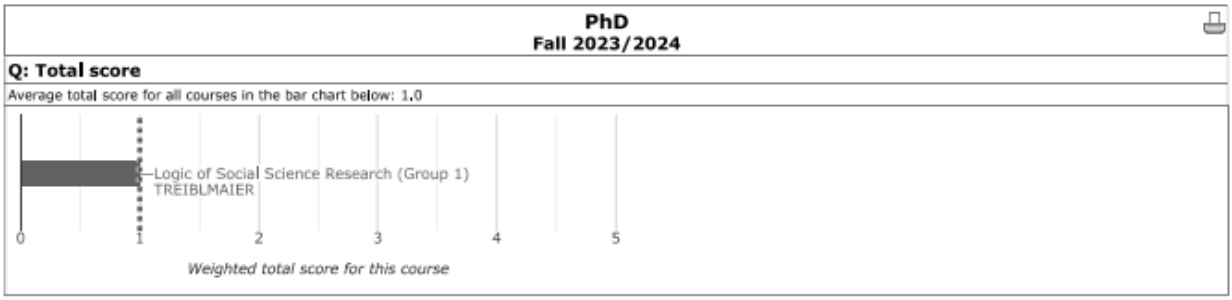
2023 MBA Fall



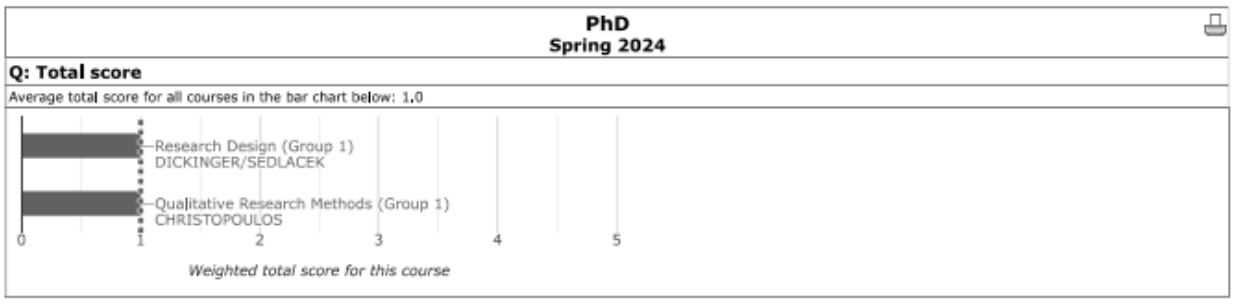
2024 MBA Spring



2023 PhD Fall



2024 PhD Spring



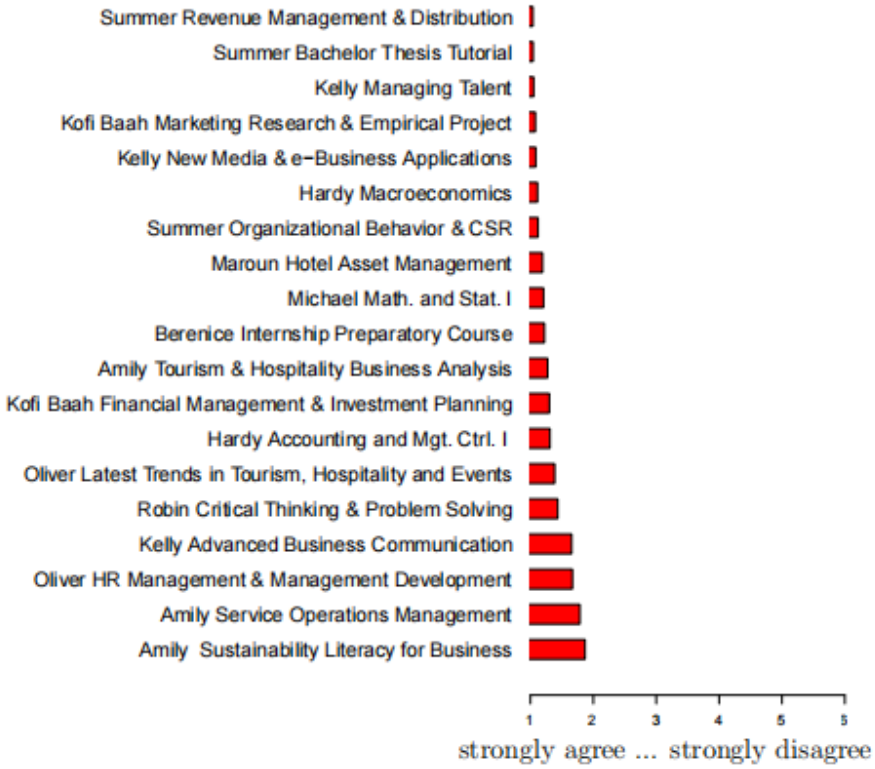
Annex II: Course Evaluations Nanjing

Course Evaluation

UG Fall Semester 2023/24

Overall, I am satisfied with this course.

Average: 1.36



Course Evaluation

UG Spring Semester 2023/24

Overall, I am satisfied with this course.

Average: 1.5