

## **Research Report 2018**

### **Preface**

The research report 2018 of Karlshochschule International University covers its research activities in the calendar year 2018.

During the reporting period, the Karlshochschule was able to maintain with its activities its research position in the scientific community. The external perception of the scientific community could be selectively strengthened.

In 2018, the Karlshochschule and its staff supported the professors' initiatives, particularly in international cooperation.

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## 1. Funded Research

### Montiel Alafont, F. J. : Projekt Spiel MIT!

This Project is funded by Bundesministerium des Inneren gefördertes and by Bundeszentrale für politische Bildung. The project is a co-operation with Hochschule Karlsruhe für Technik und Wirtschaft, Fachstelle für interkulturelle Öffnung AWO Kreisverband Jena-Weimar (Kordinator), Landessportbund Thüringen. General Information on the project can be found here: <https://karlsruhochschule.de/de/forschung/aktivitaeten/forschungsprojekte/>.

An extension of the project for 1 year has been granted, the objective being to firm up results, secure sustainability of the measures taken, spread results and establish connections with other projects of the same initiative.

Aus Forschungsperspektive sind folgende Maßnahmen geplant:

- Studie 1: Erarbeitung eines Unterstützungsnetzwerks für Integrationsbotschafter\*innen (u.a. Bedarfe und Bedingungen. Studie wird nicht öffentlich zugänglich gemacht)
- Studie 2a: Begünstigende Faktoren für die Übernahme einer Funktionsträgerschaft in Sportvereinen von Personen mit Migrationshintergrund (Veröffentlichung)
- Studie 2b: Erklärungsansätze für die Unterrepräsentanz von Personen mit Migrationshintergrund in Funktionsträgerschaften in Sportvereinen (Veröffentlichung)
- Studie 2c: Einstellung und Bedürfnisse von Migrant\*innen gegenüber Sportvereinen (Veröffentlichung)
- Handreichung „Kultursensible Öffentlichkeitsarbeit“

### Current Report:

Lietz, R.; Pietschmann, M.; Faust, H.; Cnyrim, A.; Montiel Alafont, F. J. (2018): Kultursensible Öffentlichkeitsarbeit von Sportvereinen. Eine Analyse des Webseiten- und Social-Media-Auftritts von drei Thüringer Sportvereinen in Hinblick auf die Andeutung kultureller Homogenität oder Heterogenität, Karlsruhochschule International University / Hochschule Karlsruhe - Technik und Wirtschaft, [online], [https://karlsruhochschule.de/fileadmin/user\\_upload/spiel\\_mit\\_kultursensible\\_oeffentlichkeitsarbeit\\_sportvereine.pdf](https://karlsruhochschule.de/fileadmin/user_upload/spiel_mit_kultursensible_oeffentlichkeitsarbeit_sportvereine.pdf)

## 2. Publications in Academic Journals

Girrbach, P. (2018): Sustainable Corporate Governance – Silence is Golden. In: Annals of Faculty Engineering Hunedoara – International Journal of Engineering, Vol. 16, Issue 1, 31-36.

Küpers, W. & Wee, D. (2018). "Tourist cities as embodied places of learning: walking in the "feelds" of Shanghai and Lisbon", *International Journal of Tourism Cities*, Vol. 4 Issue: 3, pp.376-390, <https://doi.org/10.1108/IJTC-12-2017-0076>

Primus, D.; Sonnenburg, S. (2018): Flow experience in Design Thinking and practical synergies with Lego Serious Play. In: Creativity Research Journal, 30(1), 104-112.

### **3. Conference Contributions and Public Presentations**

Bohnenkamp, B. (2018): PANEL: INNOVATION, DIGITALISIERUNG UND AGILE ORGANISATION, Cultural Leadership & Innovation, 11. JAHRESTAGUNG, Fachverband Kulturmanagement, Hochschule für Musik und Theater, 17.-20. 01.2018

Bohnenkamp, B. (2018): Segmentation approaches today , smARTplaces | INNOVATION in Culture, ZKM, 1.-3. 03.

Bohnenkamp, B. (2018): Media Trash Narratives, Story Consumption Symposium, Cass Business School, London, UK, 25.06.

Girrbach, P. (2018): Educational turn towards digitalization by changing leadership, networks and qualification concepts. In: World Academy of Science, Engineering and Technology, Proceedings of the 20th International Conference on Business, Economics and Social Sciences, Vienna, Austria.

Girrbach, P. (2018): Logistic 4.0 - creating value by Augmented Reality. In: Cosic, Predrag (ed.): Proceedings of Management of Technology - Step to Sustainable Production. Croatian Association for PLM, Zagreb.

Girrbach, P. (2018): Change Management towards digitalization and innovation. In: Proceedings of the 6th International Conference Innovation Management, Entrepreneurship and Sustainability, Prague.

Girrbach, P. (2018): Digitalization and its contribution to sustainability. In: Proceedings of the 6th International Conference Innovation Management, Entrepreneurship and Sustainability, Prague.

Sonnenburg, S. (2018): In-Between Thresholds and Transformations, Art of Management & Organization Conference, Brighton, 30.08.-02.09.2018.

Sonnenburg, S. (2018): The Heroine or Hero with a Thousand Ideas: Melding Myth and Management, Art of Management & Organization Conference, Brighton, 30.08.-02.09.2018.

Sonnenburg, S. (2018): Pathways from the Hero's Journey: A Tribute to Joseph Campbell and the 30th Anniversary of His Death, Panel-Organisator, Creativity Conference, Ashland, 03.-06.08.2018.

Sonnenburg, S. (2018): Team Flow Rhythms during Design Thinking: Flow Inhibitors, Flow Inducers and the Link between Team Flow Rhythms and Co-creative Quality, ISPIM, Stockholm, 17.-20.06.2018.

Sonnenburg, S. (2018): Marke – Mythos – Medien: The hero wears Prada., Corporate Architecture Conference, Künzelsau, 19.01.2018.

Teitler, A. (2018): The Obama Administration's Afghanistan Policy, 2009-2017: Path Dependence and Change, June 2018. University of Buckingham: Public Seminar Series

Wagner, D. (2018): Human-Centered Management in Zeiten der Digitalisierung. Karlsruhe: Wissenschaftsfestival EFFEKTE.

#### **4. Books**

Jansen, S. (2018): Die Befreiung der Bildung unter Mitarbeit von Michael Ebmeyer, Berlin: Nicolai Verlag. Erscheint am 20. Oktober.

Küpers, W.; Statler, M. (2018): Tales of Wisdom in Business and Leadership, New York: Routledge (forthcoming).

Sonnenburg, S.: The Anthem Series on Thresholds and Transformations. New Book Series with Anthem Press

*The Anthem Series on Thresholds and Transformations* approaches various thresholds and their transformative potential from different perspectives. While the subject area involves multiple areas of knowledge, the series focuses on social sciences, the humanities, arts and design. This series engages thresholds and transformations through interdisciplinary and cross-methodological means, welcoming theoretical, conceptual, artistic, spiritual, empirical and peripheral contributions that rethink traditional disciplinary understanding and search for insights across disciplinary boundaries.

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## **5. Magazines and Popular Science**

Jansen, S. (2018): Was bleibt für den Menschen noch zu tun? Personalentwicklung in der Digitalisierung, brand eins, Ausgabe "Personal", September.

Jansen, S. (2018): Sharing. No Caring? #3 Kolumne: Die Neue Fahr-Lässigkeit, in: enorm 5/2018, S. 12.

Jansen, S. (2018): "Infrastruktur: Markt oder Staat. Wer soll was bezahlen? brand eins, Ausgabe "Geld", Juni

Jansen, S. (2018): Stress & the City«. Erste Impulse aus der Neurourbanistik. #2 Kolumne: Die Neue Fahr-Lässigkeit, in: enorm 4/2018

Jansen, S. (2018): Cola, Alk oder abstinert? Die Zukunft des Öffentlichen Nahverkehrs, #1 Kolumne: Die Neue Fahr-Lässigkeit, in: enorm 2/2018

Jansen, S. (2018): Die »Auto-Biographie« der Städte, in brand eins, Schwerpunkt Mobilität, April 2018,

Jansen, S. (2018): Ein einfaches Manifest der nächsten urbanen Mobilität, brand eins, Januar 2018.

Sonnenburg, S. (2018): Wie Rituale die Kreativität beleben, 14.09.2018. W&V Interview Serie Kreativ-Insights.

Sonnenburg, S. (2018): Warum Lego, Laufband und Meditation uns kreativer machen, 21.03.2018. W&V Interview Serie Kreativ-Insights.

Wagner, D.N. (2018): Automatisierung: Wir brauchen Kontext! Frankfurt/Main: zukunftsInstitut.

Wagner, D.N. (2018): Kollege KI: Wer steuert die Arbeitswelt von morgen? Frankfurt/Main: zukunftsInstitut

## **6. Research Outlook**

Bohnenkamp, B. (submitted): Understanding Generational Complexity in International Markets – the German Case, American Marketing Association Winter Educators' Conference 2019.

Bohnenkamp, B.; Wiertz, C.; Hennig-Thurau, T.; Paul, M. (under review) „Drivers of Consumption and Engagement Behaviors on Online Media-Sharing Platforms: The YouTube Case“, International Journal of Electronic Commerce.

Bohnenkamp, B.; C. Wiertz, C.; Hennig-Thurau, T.; Lüdicke, M. (in preparation): The Triumph of Trash: How German Consumers Normalize Conflicted Media Innovations. Journal of Consumer Research.

Jansen, S. / Spiess-Knafl (forthcoming 2019): Intersektorale M&A-Transaktionen, in: Kraemer, A. & Schons, L. M. (Hrsg.): Corporate Social Responsibility und Social Enterprise, Reihe "Corporate Social Responsibility", Wiesbaden: SpringerScience.

Küpers, W. (forthcoming): Integrating Hope and Wisdom in Organisation in the context of the Anthropocene", in Monika Kostera & Daniel Ericsson (eds) Organizing goodness and hope, Cheltenham: Edward Elgar (forthcoming).

Küpers, W. (2019) "Cultivating Sustainable Organizational Bodies by Embodied and Playful Learning as an 'Inter-Practice'", in Minisri, Kamel & Schulz, Klaus (eds), "Facilitating sustainable development through creative approaches – integrating arts, technology and management perspectives, Nancy: PUN – Presses Universitaires de Nancy, Edition Collection: Organizations in Action (forthcoming).

Küpers, W.; Rooney, D.; Todarello, E.; Pauleen, D. Temporality, Mindfulness and Habitus: A Way to Wise Leadership as an Embodied Practice (under review for Journal of Management Inquiry):

Küpers, W. Reintegrating Prâxis, Practices, Phrônêsis & Sustainable Action for Processing Systemic Constraints in the Business and Society Relationship, (under review for Society and Business Review)

Küpers, W. (in preparation): Embodied 'Inter-Practice' in organizations. Culture & Organization.

Küpers, W. & Deeg, J. (in preparation): Processing paradoxes through chiasmic organizing.

Sonnenburg, S. (in preparation): Kapitelbeitrag mit Dirk Primus zu "Flow" in der Neuausgabe Runco, M. A.; Pritzker, S. R. (2019): Encyclopedia of creativity.

Sonnenburg, S. (in preparation): Buchprojekt „Reiseführer Kreativität“, erscheint bei Springer Gabler.

Sonnenburg, S. (in preparation): "Handbook" als Startprojekt der Anthem Series on Thresholds and Transformations.

Sonnenburg, S. (in preparation): Artikel zusammen mit Dirk Primus "Team Flow Rhythms during Design Thinking".

Sonnenburg, S. (in preparation): Organisation einer Karls-Konferenz „Creativity in Context(s), August 2019.

Teitler, A. (accepted): Obama and Afghanistan: a constructivist approach to shifting policy narrative and practices, Cambridge Review of International Affairs (CRIA). Publication due date 2019.

Teitler, A. (under contract): US policy towards Afghanistan, 1979-2014: 'a force for good'. Monograph. Routledge Studies in US Foreign Policy. Publication due date 2020.

Wagner, D.N. (forthcoming): The Opportunistic Principal. *Kyklos*, volume 72, no 3.

Wagner, D.N. (forthcoming): Human-Agent Collectives. In: *zukunftsInstitut* (Hrsg.): *Studie KI. Frankfurt/Main: zukunftsInstitut.*

Wagner, D.N. (under review): Augmented Human-Centered Management. For: Human Resource Development Review.

Wagner, D.N. (under contract): Economic governance when humans and AI are at work. For: Munoz, M. (ed.): *Handbook of Artificial Intelligence and Robotic Process Automation: Policy and Government Applications.* Anthem Press. Publication due date 2019.