1. Aktuelle Forschungsschwerpunkte

**Kienbaum Institut@ISM für Leadership & Transformation**
- Leadership & Transformation
- Modern working environments
- Psychological well-being
- Self-regulation

**Assoziierte Themen**
- Health & Care
- Ageing Workforce & Demographics
- Change management
- New leadership models
- Evaluation & development of transformation & change models
- Digital communication
- Employer branding
- Marketing & communication
- Diversity management
- HR marketing & trend analyses

**Mobility and Transport**
- Air transport / aviation
- Finance and political economy
- Logistics, production, procurement

**Assoziierte Themen**
- (Digital) Communication
- Marketing- and communication

**Tourism**
- Consumer trends
- Regional development
- Retail sector
- Urban development
- Urban tourism

**Assoziierte Themen**
- Aviation
- Environment
- Marketing- and communication
- Price management

**Resource Economics**
- Sustainable energy market regulation
- Consumer preferences – concepts of sustainability
- Local climate change concepts
- Energy infrastructure and energy turnaround
- Land management and land use conflicts

**Assoziierte Themen**
- Infrastructure management
- Concepts of electro mobility and monitoring

**Marketing**
- Online, Digital
- Markenführung (LFS)
- Handel (E-Commerce)

**Assoziierte Themen**
- Neuromarketing
- Psychological brand management
- Ethics in Marketing
1. Aktuelle Forschungsschwerpunkte

Forschungsschwerpunkte/Querschnittsbereiche

(Digital) Communication
- Health and care
- Demographic change
- Consumer behaviour
- Crisis communication
- Mobility, transport, infrastructure
- Marketing and communication
  - Tourism marketing
  - Cultural marketing
  - City marketing
  - Tourism

Assoziierte Themen
- Behavioural economics / behavioural finance
- Finance and political economy

Energy, Climate, Environment
- Consumer behaviour
- (Digital) communication
  - CSR communication
  - Crisis communication
  - Electro-mobility
  - Mobility and transport
  - Finance and political economy
  - Corporate finance
  - Micro- and macro-economic modelling
  - Private finance / behavioural finance
  - Logistic, production, procurement
  - Marketing and communication

Assoziierte Themen
- Behavioural economics / behavioural finance
- Tourism

Demographic Change
- Employment protection
- Corporate health care
- Diversity
- Employer branding
- Group-level effects of age diversity in teams on performance
- Health
- Human resources
- Intergenerational discourse