

# Curriculum Vitae Prof. Ulrike Reisach

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More information: <https://www.researchgate.net/profile/Ulrike-Reisach>



**Prof. Reisach Ulrike Sybill Jeannette, Ph. D.** (Nationality: German)

- **Professor** at the Neu-Ulm University of Applied Sciences (HNU), Bavaria/Germany since 2008
- Department of **Information Management**, elected faculty member and **Commissioner for International Affairs**, Member ombudsperson for scientific integrity.
- **PhD oec. publ. summa cum laude at Ludwig Maximilian's-University, Munich (1993); Awards.**
- **MBA Graduation Duke University & Babson College, USA, and Asia/Pacific (2004-2006).**
- **Liaison Professor, Evaluator & Alumna of the German Academic Scholarship Foundation**
- **MBA program Duke University and Babson College, USA** focusing on Asia/Pacific (2004-2006)
- Lecturing (bachelor/master) and researching on **Institutional, Ethical and Cultural Aspects of International Corporate Communication and Media Management, Corporate Ethics, Intercultural Management/Communications, International Business Negotiations.**
- 20 years in management functions 3 years for the Bavarian State Bank, 17 years at Siemens HQ: Director Corporate Communication & Government Affairs; Director Strategy and Trends
- **14 books** + many scientific articles on international trade, health, policies, culture, management.
- Active in think tanks, research projects of the Germany's Federal Ministry for Education and Research and working groups on International Cooperation; projects in Europe and Asia; **Speaker** at business & science conferences; **Board member Operational Research for Common Good.**  
<https://www.researchgate.net/project/Operational-Research-for-Common-Good>

## Fields of Research and Expertise

- Business/Corporate Ethics, Digital Ethics, Corporate Responsibility & Governance, Sustainability
- International Strategies and Cooperation, Intercultural Management (Focus: EU, USA, China)
- International Corporate Communications, PR, Government Affairs, Innovation Communication
- Leadership, Human Resources Management, Knowledge Management and Knowledge Transfer

## Scientific Research and Education

- **Plenary Speaker, Program Committee Member, Stream Organizer** and session leaders at scientific conferences such as Operational Research Societies (EURO, IFORS), conference contributions and publications and reviews,
- Research and book publication on **Digital Media and their influence on the labor market and societal integration of refugees in Europe and worldwide** (2015-2017)
- A-Paper on **The Responsibility of Social Media in Times of Societal and Political Manipulation**
- **Certificate on Teaching Excellence** (Bavarian DIZ / Pro Lehre TUM / Sprachraum LMU, 2010)
- **Scientific Awards in Germany and Austria (1994, 1995 and 2008)**
- **Ph.D. Thesis on Corporate Culture and Responsibility**, based on existential philosophy approach.
- **Graduation in Business Sciences** and Human Resource Development at Ludwig-Maximilian's-University (LMU) in Munich (Diploma/MBA 1988)
- Excellent high school degree (Abitur 1,0) in Bavaria; Scholar and member of the **German Scientific Scholarship Association** and the **Bavarian Max-Weber Program** (1983-1988)
- **Languages:** German (native speaker), English (professional knowledge), French (good working knowledge), Italian (working knowledge), Japanese (basic knowledge).

**Major scientific publications** ( For further publications see <https://www.hnu.de/en/ulrike-reisach> or <https://scholar.google.com> or <https://orcid.org/> for Ulrike Reisach; [https://www.researchgate.net/profile/Ulrike\\_Reisach](https://www.researchgate.net/profile/Ulrike_Reisach).)

- Reisach, U., van Kempen, A., Zinger, B. (2022) **Lehr-Reflexion. Lernen auf Distanz: Lehr- und Lernerfahrungen von 2020 bis 2022 aus der Perspektive von Lehrenden und Studierenden.** FIDL–Forschungs-und Innovationslabor Digitale Lehre 2022 (3), 2-43, [https://fidl.education/wp-content/uploads/2022/06/2022-FIDL\\_Folder-Lehr-Reflexionen.pdf](https://fidl.education/wp-content/uploads/2022/06/2022-FIDL_Folder-Lehr-Reflexionen.pdf)
- Hien Nguyen Phuc, Anh Huynh, Ulrike Reisach, Xuyên Thị Kim Lê (2022) **Does Japanese ODA really contribute to economic growth for ASEAN countries?** DOI: 10.38203/jiem.022.2.0049, <https://jiem.ftu.edu.vn/index.php/jiem/article/view/108>
- Reisach u. and van Kempen, A. (2021) **Lessons learned: Achievements and Challenges of Virtual Teaching at Universities**, DOI:10.21125/iceri.2021.1388; ICERI2021 Proceedings, pp. 6157-6166, <https://www.sciencegate.app/document/10.21125/iceri.2021.1388>.
- Reisach, U. (2020) **The Responsibility of Social Media in Times of Societal and Political Manipulation.** European Journal of Operational Research, Elsevier. Available online 22 Sept. 2020. <https://doi.org/10.1016/j.ejor.2020.09.020>; <https://www.sciencedirect.com/science/article/pii/S0377221720308249>; listed at the US <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7508050/pdf/main.pdf>.
- Reisach, U. (2016) **The Creation of Meaning and Critical Ethical Reflection In Operational Research.** In: Operational Research and Ethics. Special edition of the EURO Journal on Decision Processes 4(1), 5-32, Springer, 2016. DOI: **10.1007/s40070-014-0029-6**. Download: <rdcu.be/6DcZ>
- Reisach, U. & Weilemann, M. (2015) **Organizational Aspects and Benchmarking of E-learning initiatives**, a case study with South African Community Health Workers; Global Health Promotion, Sage London. DOI: **10.1177/1757975914567178**, <https://journals.sagepub.com/doi/10.1177/1757975914567178>
- Reisach, U. (2017) **Kommunikation und Integration: Ein Handbuch für Akteure in der Flüchtlingshilfe.** *Communication and Integration. A Handbook for Actors in the Refugee Aid.* 270 pages, Achter Verlag, 2017. ISBN 9783981767445. <https://publications.hs-neu-ulm.de/704/>
- Erlach, C., Orians, W., Reisach, U. (2013) **Wissenstransfer bei Fach- und Führungskräftewechsel. Erfahrungswissen Bewahren und Weitergeben.** *Knowledge Transfer in Business: How to Preserve and Forward Tacit Knowledge Based on Experience.* 300 p, Carl-Hanser Munich 2013, ISBN: 978-3-446-43458-5. <http://www.hanser-fachbuch.de/buch/Wissenstransfer+bei+Fach+und+Fuehrungskraeftewechsel/9783446434585>.

## 20 Years of Business Experience

- **Director Corporate Communications and Government Affairs**, Siemens HQ (2007-2008)
- **Director Market Intelligence/Director Strategy and Trends**, Central Department Corporate Development Strategy at the Siemens HQ in Munich, special focus on Asia/Pacific (2005-2007)
- **Deputy Director** of Siemens Chief Economist and Corporate Relations and **Head of the Global Trends and Government Affairs Unit** (2001-2005)
- **Head of the International Delegations Unit** of Human Resources at Siemens Information and Communication Mobile (1999-2000)
- **Deputy Director of Siemens Chief Economist and Corporate Relations** (2000-2004 and 1994-1999); Economist/Strategic analyst in the HQ's international economy & policy dept. (1991-1993)
- Head of the **strategic, marketing and risk monitoring** unit of the International Treasury Department of Bavarian State Bank in Munich and Luxembourg S. A. (1988-91)

## International Speeches, Programs and Research

- Sept. 2023: Scientific Head of an Excursion to Vietnam and their Market Economy development.
- July 2022, Espoo/Aalto/Finland: EURO Session leader; Diplomacy issues in times of social media.
- June 2021, Athens: EURO Session leader; Digital teaching and learning and their ethical aspects.
- June 2019, **Dublin: Artificial Intelligence – How Ethics and Governance Could Contain the Manipulation of Societies.** Plenary speech at the 30th European Conference on Operational Research.

- March 2019, Munich: Speaker at the **Data Ethics Panel**, Data Festival Munich.
- September 2019, Shanghai: **Industrial AI and its Ethical and Governance Challenges**. Speech at the International Forum on Innovation and Emerging Industries Development (IEID), Chinese Academy of Engineering (CAE) and Shanghai Jiao Tong University.
- 2017 Quebec/Canada (IFORS), 2014 Barcelona/Spain (EURO): Stream organizer at the 21<sup>st</sup> & 20<sup>th</sup> Conferences on Operational Research (topics: **Communication&Integration**; Ethics&OR)
- 2018, Beijing: **Digital Innovation and their Perception** in China and Germany. Speech at the Sino-German Innovation Workshop with MOST/CAS; E-Mobility research Hong Kong, Shenzhen, Shanghai
- 2015-16 Expert for **Diplomacy Works**, Tools to Engage the World, Washington/Boston, USA
- 2014, Brussels: Who's in charge of Europe? Head of an excursion to the European Commission
- 2013, Rome/Italy: Corporate Foresight and **Strategic Decision Making**: Dealing with Societal Complexity. Presentation at the 26<sup>th</sup> European Conference on Operational Research (EURO)
- 2011-2012 **South Africa**: Head of a project team of *Neu-Ulm University of Applied Sciences* and *University of the Western Cape (UWC) Information Systems Dept.*, Researching the Ecosystem for an **e-learning Project for HOPE Cape Town Association**, then Scientific Head of an Alumni Delegation on **Corporate Social Responsibility in South Africa**, Cape Town University, Stellenbosch University and University of the Western Cape
- 2012, **Ankara/Turkey**: Erasmus visiting lecturer at *Middle East Technical University (METU)*
- 2011, **Innsbruck/Austria**: Member of the Program Committee on Interdisciplinary and Indigenous Diversity of **Methods in Knowledge Management**, 6<sup>th</sup> Conference on Professional KM.
- Siemens **International Delegations** Conference and Workshop (Princeton, USA, 2000)
- **Government Affairs/EU Trainings** in Munich, Berlin, Brussels (Ministries and EU Commission)

**Speeches and Scientific Contributions** for ... (see <https://www.ulrike-reisach.de/references/>)

- American Enterprise Institute (AIE Washington D.C.) and Aspen Institute Berlin
- American-German Business Club (AGBC, Munich)
- Bavarian State Ministry for Business, Infrastructure, Transportation and Technology (Munich)
- Bertelsmann Endowment (Gütersloh/Berlin)
- BMW-Endowment Herbert Quandt (Munich); Center for European Studies (CES/ifo Munich)
- Centre d' Information et de Recherche sur l'Allemagne Contemporaine CIRAC, France
- Economic Advisors' Council (Wirtschaftsrat, International Circle, Berlin)
- European Commission, General Directorate on Trade (Brussels)
- European Association of Operational Research Societies (EURO)
- Federal Association for Information Technology, Telecommunications and New Media (BITKOM)
- Federal Ministry for Education and Research (BMBF, Berlin)
- Federation of the German Industry (BDI, Berlin)
- Free University Berlin and Technical University, Berlin
- German Academy for Technical Sciences (acatech), Munich/Berlin
- German Institute for International Affairs (GIGA, Hamburg)
- Hans-Boeckler-Foundation, Duesseldorf
- Harvard Center for European Studies, Berlin
- Middle East Technical University (METU), Ankara
- Shanghai Jiao Tong University and University of International Relations (UIR), Beijing
- University College Dublin, Dublin/Ireland
- Wharton School of Economics, Pennsylvania/USA
- Wilfried Laurier Trade Development Center, University of Ontario, Waterloo/Canada
- Xi'an Jiao Tong Liverpool University, Suzhou

February 2023

*Ulrike Reisach*