

Research into Microeconomics of Competitiveness by New Endowed Chair at FHWien der WKW

Focus will be on gaining practically relevant insights for Vienna as a business location.

Vienna, May 29, 2018 – FHWien der WKW expands its activities in the field of applied academic research with the establishment of the position of endowed chair in “Microeconomics of Competitiveness”. The chair will be financed by the Vienna Economic Chamber. “The new chair is expected to conduct studies about Vienna as a business location. This will benefit our businesses, as a strong business location is the foundation for a successful economy”, says Walter Ruck, President of the Vienna Economic Chamber.

Research activities will focus on factors that impact the attractivity of business locations

The new endowed chair will center their research activities around the competitiveness of business locations with a special focus on Vienna. The aim is to analyze conditions for enterprises by applying a microeconomic perspective and to identify factors that boost the attractiveness of business locations and promote the growth of businesses and clusters.

The chair is embedded in FHWien der WKW's international research network

The endowed chair forms part of FHWien der WKW's Research Cluster SMEs & Family Businesses. “The new chair complements our existing focus on research in the field of small and medium enterprises in an ideal manner”, explains Markus Scholz, Co-Head of the Research Cluster. At the same time, the new academic post will benefit from the Research Cluster's tightly-knit research network. It comprises renowned institutions such as Harvard Business School, INSEAD, the University of St. Gallen and the Technical University of Munich. The research results will be published in international journals and presented at scientific conferences.

Students will benefit from the boost in research activities

“With the endowed chair, FHWien der WKW intensifies its research activities in the areas of competitiveness of businesses and locations”, says Michael Heritsch, CEO of FHWien der WKW. “Our goal is not only to be at the head of the field in Austria in this area, but also to gain recognition internationally.” The research insights will also be incorporated in FHWien der WKW's degree programs and thus will benefit the students at FHWien der WKW.

Anne Maria Busch is Endowed Professor for Microeconomics of Competitiveness

The new endowed chair will be held by Anne Maria Busch. Prior to joining FHWien der WKW, she worked in Statistics Austria's Department of Economics. Anne Maria Busch studied industrial engineering at Leuphana University of Lüneburg and at TU Braunschweig. She completed her PhD in economics as part of an EU project at Leuphana University of Lüneburg.

FHWien der WKW

University of Applied Sciences for Management and Communication

FHWien der WKW is Austria's leading university of applied sciences for management and communication. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our graduates – more than 10,000 to date – for their future careers.

PRESS RELEASE

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