

PRESS RELEASE



FHWien der WKW Confers the Title 'FH Professor' to Four Employees

Beate Huber, Sieglinde Martin, Ann-Christine Schulz and Daniela Süssenbacher were awarded for their achievements and merits in research and science.

Vienna, September 18, 2018 – FHWien der WKW conferred the title 'FH Professor' to four employees. Ing. Mag. (FH) Michael Heritsch, MSc, CEO of FHWien der WKW, presented the certificate to Beate Huber, Sieglinde Martin, Ann-Christine Schulz and Daniela Süssenbacher during the festive ceremony on Friday, September 14, 2018. Beside numerous colleagues also friends and relatives of the awarded employees participated in the celebrations which took place at FHWien der WKW. The official speech was held by ao. Univ.-Prof. i. R. Dr. Roland Burkart from the Department of Communication of the University of Vienna.

After verification and control by the Executive Management and the Academic Board, the General Assembly and the Advisory Board of FHWien der WKW decide according to strict regulations and guidelines about the conferral of the title 'FH Professor'. The requirements include a doctorate, the evidence of practical research activities as well as predefined achievements in research and further education.

'Employing competent employees in both research and teaching is central for universities of applied sciences', says Michael Heritsch, CEO of FHWien der WKW. 'The conferral of the title FH Professor appreciates the achievements and merits of our four colleagues for our university of applied sciences.'

FH-Prof.ⁱⁿ Mag.^a Dr.ⁱⁿ Beate Huber

FH-Prof.ⁱⁿ Mag.^a Dr.ⁱⁿ Beate Huber has worked at FHWien der WKW since 2004. She is Head of Academic Affairs which includes the departments Quality Management, Study Services, Writing Center and Competence Center E-Learning. In addition, she has been Head of the Academic Board since 2012 and has been re-elected for the next term 2018-2021 this year. Before she started at FHWien der WKW she had gained job experiences in various positions in media companies and the Internet. Her research activities are dedicated to various topics of the fields knowledge management and business culture in the context of communication as well as e-learning and digital media.

FH-Prof.ⁱⁿ Mag.^a Dr.ⁱⁿ Sieglinde Martin

FH-Prof.ⁱⁿ Mag.^a Dr.ⁱⁿ Sieglinde Martin has worked at FHWien der WKW since 2004. She is Head of Department of Communication with the Study Programs Communication Management, Marketing & Sales Management and Journalism & Media Management. Before that she gained 20 years of international job experience in leading positions in marketing, public relations and sales management. Besides her management position she also did research at FHWien der WKW. Her last topic was about leadership communication within a complexity-conscious management of integrated communication in times of social media.

FH-Prof.ⁱⁿ Dr.ⁱⁿ Ann-Christine Schulz

FH-Prof.ⁱⁿ Dr.ⁱⁿ Ann-Christine Schulz is Research Coordinator at the Research Cluster SMEs & Family Businesses as well as Deputy Head of Competence Center for Strategy & Competitiveness at FHWien der WKW. Her research projects address topics in the fields of business strategy and corporate governance. Her work was awarded several times and published in internationally renowned journals.



PRESS RELEASE

FH-Prof.ⁱⁿ Dr.ⁱⁿ Daniela Süssenbacher

FH-Prof.ⁱⁿ Dr.ⁱⁿ Daniela Süssenbacher is Head of Journalism & Media Management Study Programs at the Department of Communication of FH Wien der WKW. She participated in numerous research projects as long-term head of communication studies, key researcher and head of study programs. She focused on journalism cultures, the self-perception and public image of journalism as well as the public value debate. The title of her dissertation at the AAU Klagenfurt is 'More transparency for a culture of responsibility: Self- and public thematization of journalism using the example of the public value debate'.

[Photo](#)

From left to right: Michael Heritsch, Sieglinde Martin, Daniela Süssenbacher, Beate Huber, Ann-Christine Schulz (all FH Wien der WKW) and Roland Burkart (Department of Communication of the University of Vienna)

Photo credit: Alexander Müller

FH Wien der WKW

University of Applied Sciences for Management and Communication

FH Wien der WKW is Austria's leading university of applied sciences for management and communication. Working in close contact with Austrian corporations, FH Wien 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 – over 10,000 to date – for their future careers.

Contact

Bernhard Witzeling

Head of Corporate Communication, Marketing and Alumni&Co, Press Officer

Tel.: +43 (1) 476 77-5733

presse@fh-wien.ac.at