

# Curriculum Vitae Prof. Ulrike Reisach

Contact: [Ulrike.reisach@hnu.de](mailto:Ulrike.reisach@hnu.de) and <https://www.hnu.de/en/ulrike-reisach/>  
More information in English: [www.ulrike-reisach.de/](http://www.ulrike-reisach.de/)



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

- **Professor** at the Neu-Ulm University of Applied Sciences (HNU), Bavaria/Germany since 2008
- Elected **Internationalization Commissioner**, Alumni Commissioner, China Advisor, Member of the fact-finding committee on good scientific practise
- 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.**
- **13 books** and many articles on international/cross-cultural cooperation and management
- Ph.D. summa cum laude at **Ludwig-Maximilian's-University Munich**; several academic awards
- 20 years of experience in management functions in the Bavarian State Bank and at Siemens HQ: Director Corporate Communication and Government Affairs and Director Strategy and Trends
- 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.**
- Liaison Professor Ulm/Neu-Ulm for the **German Academic Scholarship Foundation** and **Alumna and Evaluator** for the Bavarian Max-Weber Program; Member of the University Association for Intercultural Studies and of the Münchner Kreis (**Munich Circle for Digital Transformation**)

## 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 and Stream Organizer** at scientific conferences, i.e. for Professional Knowledge Management and International Aspects of Operational Research for the European and International Federations of Operational Research Societies (EURO, IFORS) Research, conference contributions and publications on **Ethical aspects of Artificial Intelligence.**
- Research, speeches and publications on **Corporate Communications, Digital Innovation, Media**
- Research, publications and speeches on **Chinese Investments and Social Media** in Europe and Asia (Belt and Road Initiative), e.g. in cooperation with the German Institute of Global and Area Studies, FU Berlin and the University of International Relations in Beijing (2015-2017). Member of the Expert Team China 2030 (Bertelsmann-Foundation) and of Health Care China/Bavaria project (Book editor).
- 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)
- **Certificate on Teaching Excellence** (Bavarian DIZ / Pro Lehre TUM / Sprachraum LMU, 2010)
- Graduation from a Siemens **Corporate MBA program with Duke University and Babson College**, USA focusing on Asia/Pacific (2004-2006 in Singapore/Kuala Lumpur/Beijing)
- **Scientific Awards in Germany and Austria (1994, 1995 and 2008)**
- **Ph.D. in Business Sciences** (summa cum laude), Ludwig-Maximilian's-University Munich (1993), thesis on **Corporate Culture and Responsibility**, based on an 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://www.ulrike-reisach.de/latest-research/> or [https://www.researchgate.net/profile/Ulrike\\_Reisach](https://www.researchgate.net/profile/Ulrike_Reisach).)

- 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 National Library of Medicine <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7508050/pdf/main.pdf> and WHO.
- 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](https://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 sales 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

- 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, Xi'an Jiao Tong Liverpool University, Suzhou: Speech: **Corporate Communication**
- September 2019, Shanghai: **Industrial AI and its Ethical and Governance Challenges.** Speech at the International Forum on Innovation and Emerging Industries Development (IEID), Fourth Sino-German Workshop on Digital Transformation of Manufacturing Industry, organized by the Chinese Academy of Engineering (CAE) and Shanghai Jiao Tong University.
- 2017 **Quebec,** and 2014 **Barcelona: Stream organizer** at the 21<sup>st</sup> and 20<sup>th</sup> **Conference of the International Federation of Operational Research Societies (IFORS)**

- November 2018: Hongkong/Shenzhen/Hangzhou/Shanghai: **E-Mobility** – Research with IM Automotive (Denza, Potevio, Shenzhen Eastern Bus Group, Alibaba, Kuehne+Nagel, Leoni, Nio, VW)
- February 2018, Beijing: **Digital Innovation and their Perception in China and Germany**. Speech for the Sino-German Innovation Workshop of with MOST/CAS.
- 2015-16 Expert for **Diplomacy Works**, Tools to Engage the World, Washington/Boston, USA
- 2014, **Brussels: Who's in charge of Europe?** Head of a study excursion to EP, European Commission, German & Bavarian diplomats, Konrad Adenauer Foundation, Industry Associations, Solidar
- 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)
- 2012, **Cape Town/South Africa**: Head of a project team of *Neu-Ulm University of Applied Sciences* and *University of the Western Cape Information Systems Dept.*, Researching the Ecosystem for an e-learning Project for *HOPE Cape Town Association*.
- 2012, **Ankara/Turkey**: Erasmus visiting lecturer at *Middle East Technical University (METU)*
- 2011, **Cape Town/South Africa**: Scientific Head of an Alumni Delegation on **Corporate Social Responsibility in South Africa**, cooperating with BMW, Siemens, Cape Town University, Stellenbosch University and University of the Western Cape
- 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)

<b>Speeches and Scientific Contributions</b> for ... (see <a href="https://www.ulrike-reisach.de/references/">https://www.ulrike-reisach.de/references/</a> )
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- 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, Internationaler Kreis, 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

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*Ulrike Reisach*