

Resume Prof. Dr. Georg Hauer

Prof. Dr. Georg Hauer hold a Professorship in Business Administration, General Management and Management Accounting at Stuttgart University of Applied Sciences.

2007-2014 Dean of the Business Administration Programs
Since 2014 Vice-Dean Faculty Civil Engineering, Building Physics and Management Stuttgart University of Applied Sciences



Curriculum Vitae

since 2005 a Professorship in Business Administration, General Management and Management Accounting at Stuttgart University of Applied Sciences and Head of Prof. Dr. Hauer Consulting.

1994-2005 IBM Germany - various management posts in finance and controlling, last position, manager and head of Finance and Planning for IBM Services EMEA (Europe, Middle East and Africa), located in Paris, France.

1990-1994 Assistant Professor at the chair of Production Planning, Regensburg University.

1994 Ph.D. in Business Administration (Thesis "Hierarchische kennzahlenorientierte Entscheidungsrechnung - Ein Beitrag zum Kosten- und Investitionsmanagement")

1990 Consultant, Unternehmensberatung Haube & Partner, Starnberg

1984-1990 Study of Business Administration and Law at Regensburg University
Degree: Diplom-Kaufmann (Univ.)

Born 1965

Courses Taught

General Management, Strategic Management, International Management, Management Accounting

International Courses

Tatung University, Taipei, Taiwan (ROC); International Management – European Perspective 2011 and 2012; since 2013 Case Studies on Global Business Management

Edinburgh Napier University Business School, International Human Resource Management – Global Integrated Enterprise, since 2013

Various Publications in area of general management and management accounting – attached the list of publications of the last 5 years:

Stransky, Michaela / Reder, Ronja / Huber, Sandra / Hauer, Georg (2019): Change of the Role of Controller through Business Analytics in: Lochmahr, Andrea / Müller, Patrick / Planing, Patrick / Popović, Tobias, Digitalen Wandel gestalten, Wiesbaden (2019), p. 75-86.

Hauer, Georg / Harte, Patrick / Kacemi, Jasmin (2018): An Exploration of the Impact of Industry 4.0 Approach on Corporate Communication in the German Manufacturing Industry in: International Journal of Supply Chain Management (IJSCM) Vol 7, No 4 (2018), p. 125-131.

Syed Mohamad, Syed Jamal Abdul Nasir / Hauer, Georg (2017): Effective Leadership in a Turbulent Organisational Environment in: International Journal of Supply Chain Management (IJSCM) Vol 6, No 2 (2017), p. 133-139.

Moser, Johannes / Hauer, Georg (2016): Examining the Applicability of Outside-In Open Innovation Approaches for Small B-to-B Businesses, in: Proceedings of the 1st AAGBS International Conference on Business Management 2014 (AiCoBM 2014) Pyeman, J., Wan Rashid, W.E., Hanif, A., Syed Mohamad, S.J.A.N., Tan, P.L. (Eds.), 2016, p. 43-55, ISBN 978-981-287-426-9

Hauer, Georg / Kroll, Julia / Yen, David C. / Chen Patrick S. & Lin, Shu-Chiung (2015): A performance measurement framework for service-oriented marketing, in: Total Quality Management & Business Excellence, DOI: 10.1080/14783363.2015.1076703

Hauer, Georg, How To Measure Success of Online Marketing - Concepts and Challenges, in: Proceedings of ICIM 2015, The 26th International Conference on Information Management, Taipei Taiwan, 2015, p. 115 / B1

Smolarczyk, Katharina / Hauer, Georg, An Investigation of the Idea of Individual Learning in Enabling Organizational Change, in: Procedia – Social and Behavioral Sciences, Volume 130 (2014), p. 247 - 256.

Rothacker, Anita / Hauer, Georg, Leadership in multinational management – a behavior-set to motivate multicultural teams, in: Procedia – Social and Behavioral Sciences, Volume 130 (2014), p. 226 - 236.