

# MEETING THE CHALLENGE OF CHANGE AND COMPLEXITY

Dear Sir/Madam,

At the midpoint of the current funding period of the Excellence Initiative we are not only looking back, we also face the future with excitement. What will happen next? Will there be again three funding lines? What are the challenges universities will face in the near future? How can they prepare for the new competition?

The HU Berlin addressed this debate in June as part of a panel discussion under the topic „Wohin mit der Zukunft? - Stand und Perspektiven der Exzellenzinitiative“. In a discussion session with seven other scientific experts, I discussed the experiences with the current Excellence Initiative and how it could be continued in the future.

The discussion should be deepened by including the perspectives of other „Excellence Universities“ as well as other players in science. Preparations of such an event at the University of Cologne have already started and I will inform you about the details in time.

Sincerely yours,



Univ.-Prof. Dr. Axel Freimuth,  
Rector University of Cologne



Speakers: Professors Hernan Bruno (INSEAD), Jörn Grahl (Cologne), Caroline Wiertz (London), Franziska Völckner (Cologne), Hannes Datta (Tilburg), Werner Reinartz (Cologne), Arvind Rangaswamy (Penn State), Christoph Fuchs (Munich) (f.i.t.r.)

## 3rd Symposium „Value Creation in a Changing Customer and Media Environment“

On July 9, 2015, the 3rd Symposium on “Digital Transformation: Value Creation in a Changing Customer and Media Environment” of the UoC Forum „Value Creation in a Changing Customer and Media Environment“ took place at the UoC. Four academic experts from around the world presented their latest research projects. More than 50 attendees gathered the latest research insights on how the digital transformation is likely to impact product management and branding.

## Approval of Young Researcher Grants

In June 2015, for the third time nine UoC Postdoc Grants and six UoC Advanced Postdoc Grants were awarded. The projects will start on September 1, 2015. We congratulate all successful young researchers! For more information, please go to: <http://exzellenz.uni-koeln.de/foerderprogramme0.html?&L=1>.

## New members in the IS Steering Committee

The IS Steering Committee was established within the Institutional Strategy and is its managing board. We are pleased to welcome, PROF. DR. DOROTHEA E. SCHULZ (Institute for Ethnology) and PROF. DR. FRANZISKA VÖLCKNER (Department of Marketing and Brand Management) as new members of the Committee.



## Successful interim evaluation of the Graduate Schools

With the beginning of the Institutional Strategy, three new faculty-wide graduate schools were established. In June, the Graduate School of the Faculty of Law as well as the Graduate School of Geosciences were audited. The reviewers assessed not only the performance in the past but also the strategic plans for future development.

The financing of both graduate schools will be continued and they got useful hints how to further advance their excellent work.

## DATES

- >> September 30, 2015 - University Conference and meeting of the Extended Steering Committees
- >> November 13, 2015 - C-SEB Workshop and Opening Celebration (<http://c-seb.uni-koeln.de>)

EXCELLENT



Universität  
zu Köln