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STATEDMENT BY THE FOUNDER

WITH THE ESTABLISHMENT OF THE KÜHNE LOGISTICS UNIVERSITY (THE KLU) IN HAMBURG, THE KÜHNE STIFTUNG (FOUNDATION) AIMS TO FURTHER INCREASE THE ATTRACTION OF GLOBAL LOGISTICS. THE KLU WILL SERVE AS AN ACADEMIC CENTER OF EDUCATION AND RESEARCH."

Klaus-Michael Kühne

PREFACE BY THE PRESIDENT

The Kühne Logistics University (THE KLU) has successfully completed its first academic year. To mark this occasion, THE KLU presents in this report what it has achieved in this short period.

On September 27, 2010, THE KLU was launched with 25 students, two professors, and 15 staff members. Today, 61 students are enrolled with eight professors teaching and doing research, supported by 28 full- or part-time employees. Shortly after the first academic year got under way, THE KLU received its state accreditation and the accreditations for the Master of Science in both Global Logistics and Management.

As THE KLU is a business university with a focus on logistics and competence in management, it offers a Master of Science not only in Logistics but also in Management. It is good to see the first students acting like pioneers. This is also true of the professors, who want to shape the new KLU as an internationally oriented business university. THE KLU also engages in executive education with Spring and Summer Schools. In order to interact with its environment THE KLU has established a guest lecture series with notable professors and top practitioners and received substantial attention in the respective communities. Finally, THE KLU is right on track to become a teaching and research institution of international repute in logistics and management.

Dr. Wolfgang Peiner
President
THE KÜHNE LOGISTICS UNIVERSITY
The Kühne Logistics University is a private, state-recognized university dedicated to teaching and research of logistics and management as a core element of globally-organized management. Our students and professors don’t see logistics in the literal sense of the word, but rather as a leadership function in all sectors of the international economy. We believe that no other area of expertise prepares future management leaders for tomorrow’s global challenges better than a broad understanding of logistics.

Based in Hamburg, THE KLU is interdisciplinary and international in its teaching and research, driven by the vision of its founder Professor Klaus-Michael Kühne. The choice of the HafenCity docklands district for its campus is a further expression of the confidence of the university and the foundation in the prosperous future development of the City of Hamburg.

KÜHNE-STIFTUNG (FOUNDATION)
THE KLU was initiated and established by the Kühne-Stiftung (Foundation), an organization set up by the Kühne family. The family, and Professor Klaus-Michael Kühne in particular, are committed to the promotion of science and research, especially in the fields of transportation and logistics. Both the foundation and its founders are strongly committed to the university and guarantee the long-term financial stability of THE KLU. The form and content of THE KLU’s activities are inspired by the life and work of the entrepreneur Klaus-Michael Kühne.

DEVELOPMENT OF THE KLU IN THE YEARS AHEAD
The set-up of THE KLU, its faculty, and its portfolio of programs and executive education are currently being rolled out. Once fully established, THE KLU will cover the full range of university teaching, from a Bachelor’s degree to Master’s degrees and a structured Ph.D. program, and include executive educational offerings that range from one-day forums to an 18-month Executive MBA program. The university’s 20+ designated professorships will ensure that all key research areas in the fields of logistics, transport, and management are represented and offer an unrivaled concentration of teaching and research expertise in logistics and management.

THE KLU – TIMELINE OF PROGRAMS

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Currently implemented
Currently planned
FACULTY & RESEARCH

PREFACE
The first year was characterized by building up the faculty. We were able to enlarge our body of professors from two at the start to eight professors at the end of the first academic year. In the Department of Logistics we hired four professors with a good research record, while one professor left us for the U.S. In addition, THE KLU was able to set up strong research groups in marketing and innovation, with three professors, and in leadership, with two professors. As a consequence, most of THE KLU’s courses are now taught by the Resident Faculty. Although the majority of professors started only in the middle or at the end of this academic year, publication results are quite satisfactory with three articles in A+ journals (Journal of Marketing, Journal of Marketing Research, and Marketing Science) and five in A journals (European Journal of Operational Research and Journal of Business Ethics). This gives rise to the hope that THE KLU will establish itself as a strong, research-oriented business university. Besides publishing, the professors were active in presenting research at various conferences and being present in the public media. The activities of the individual professors are reported as follows.

Dr. Sönke Albers is Dean of Research responsible for faculty development and ensuring that THE KLU becomes a research-oriented university that is internationally competitive. He is also a Professor of Marketing and Innovation. Before joining THE KLU he was a Professor of Marketing at WHU and the University of Lüneburg. After that he served for more than 20 years as Professor of Innovation, New Media, and Marketing at the Christian-Albrechts-University at Kiel, Germany. He holds a doctorate in Operations Research from the University of Hamburg. He was a Rector of the WHU, and a Dean of the School of Business Administration, Economics, and Social Sciences of the Christian-Albrechts-University at Kiel. He is a Fellow of the European Marketing Academy and has served as President of the German Academic Association for Business Research which comprises nearly all 2,000 business professors in Germany, Austria and Switzerland. He is also a member of the Academy of Sciences in Hamburg. Dr. Albers joined THE KLU in October 2010 from the Christian-Albrechts-University at Kiel.

RESEARCH INTERESTS
Marketing planning, sales management, and diffusion of innovations

TEACHING
Services Marketing (together with Christian Barrot) in the Master of Science Global Logistics program

PUBLICATIONS

Albers, Sönke and Oliver Gassmann (eds.): Handbook on Technology and Innovation Management (in German), second edition, Gabler: Wiesbaden 2011

Albers, Sönke: Esteem Indicators: Membership in Editorial Boards or Honorary Doctorates – Discussion of “Quantitative and Qualitative Rankings of Scholars” by Rost and Frey, Schmalenbach Business Review, 63, 2011, 92-98

Becker, Jan U., Goetz Greve, and Sönke Albers: Left Behind Expectations – How to Prevent CRM Implementations from Failing, GfK Marketing Intelligence Review, 2 (2), 2010, 35-41


Söhnen, Florian and Sönke Albers: Pipeline management for the acquisition of industrial projects, Industrial Marketing Management, 39 (8), November 2010, 1356-1364

CONFERENCE PROCEEDINGS

CONFERENCE PRESENTATIONS
Albers, Sönke: Optimale Verteilung von Marketing-Budgets auf Länder, Produkte und Instrumente, Marketing-Club Schleswig-Holstein, 19.01.2011

Albers, Sönke: Optimale Verteilung von Marketing-Budgets auf Länder, Produkte und Instrumente, Academy of Sciences, Hamburg, 04.02.2011

Albers, Sönke: Optimizable, Implementable, and Generalizable Aggregate Response Modeling and Decision Support, 40th EMAC Conference, Ljubljana, Slovenia, 27.05.2011.
professor of supply chain management & pricing strategy

Dr. Jörn Meissner is Associate Professor of Supply Chain Management & Pricing Strategy at THE KLU. Professor Meissner holds a Ph.D. and a Master’s Degree in Management Science from the Graduate School of Business at Columbia University (Columbia Business School) in New York City and a Diploma in Business from the University of Hamburg. His research spans a wide field of study, including the areas of Supply Chain Management (SCM), Pricing Strategy and Revenue Management. Dr. Meissner joined THE KLU in May 2011 from Lancaster University, UK.

Research Interests
Stochastic and dynamic decision-making, in particular applications to logistics, manufacturing, supply chain management, and pricing strategy

Teaching
Pricing & Revenue Management in the Master of Science Global Logistics program

Information System & Decision Support together with Prof. Dr. Iris Hausladen, Handelshochschule Leipzig GmbH (HHL), in the Master of Science Global Logistics program

Publications
Meissner, Jörn and Hongyan Li: Capacitated Dynamic Lot Sizing with Capacity Acquisition, International Journal of Production Research, 49 (16), August 2011, 4945–4963


Conference Presentations
Meissner, Jörn: Challenges in Air Cargo Revenue Management, IFORS 2011, Melbourne, Australia, July 2011

Meissner, Jörn: Risk Minimizing Strategies for RM Problems with Target Values, IFORS 2011, Melbourne, July 2011


Meissner, Jörn: Challenges in Air Cargo Revenue Management, INFORMS Revenue Management Conference, New York, June 2011

Meissner, Jörn: Improved Bid Prices for Choice-Based Network Revenue Management, INFORMS Annual Meeting, Austin, TX, November 2010

Meissner, Jörn: Shelf Space Driven Assortment Planning for Seasonal Consumer Goods, OR 2010, Munich, September 2010

Meissner, Jörn: Improved Bid Prices for Choice-Based Network Revenue Management, OR 52, London, September 2010

Meissner, Jörn: Shelf Space Driven Assortment Planning for Seasonal Consumer Goods, EURO Conference, Lisbon, July 2010

Functions
Chair of EURO Working Group Pricing & Revenue Management, Lancaster University Management School, England
Dr. Sandra Transchel is Associate Professor of Supply Chain and Operations Management. From 2008 to 2011 Dr. Transchel was Assistant Professor of Supply Chain Management at Pennsylvania State University, U.S. Currently she is Visiting Assistant Professor at the Tuck School of Business in Dartmouth, USA. In 2008 Dr. Transchel received her Ph.D. from the University of Mannheim, Germany, and graduated in March 2004 with a Diploma degree in Business Mathematics from the Otto-von-Guericke University in Magdeburg, Germany. Prof. Transchel joined THE KLU in September 2011 from Pennsylvania State University, U.S. Her activities will be reported next year.

Dr. Çerağ Pinçe is Assistant Professor of Operations Management at THE KLU. He received his Ph.D. in Management from Erasmus University, Rotterdam, Netherlands, and his MS in Industrial Engineering from Bilkent University, Ankara, Turkey. Before joining THE KLU he worked as a Postdoctoral Research Fellow at the College of Management, Georgia Institute of Technology, Atlanta, GA. Dr. Pinçe joined THE KLU in August 2011 from Georgia Technical University, U.S.

RESEARCH INTERESTS
Inventory management and supply chain management

PUBLICATIONS
Pince, Çerağ and Rommert Dekker: An Inventory Model for Slow Moving Items Subject To Obsolescence, European Journal of Operational Research, 213 (1), 2011, 83-95
Dr. J. Rod Franklin is Adjunct Professor and Academic Director of Executive Education at THE KLU. Dr. Franklin, an engineer and operations manager by training and experience, received his Doctorate in Management from the Case Western Reserve University in Cleveland, Ohio. Dr. Franklin has held management positions at Kühne + Nagel, USCO Logistics, ENTEX Information Services, Digital Equipment Corporation, and Cameron Iron Works. In addition, he has been a consultant for Booz-Allen & Hamilton, Theodore Barry & Associates and Arthur Young & Co. Dr. Franklin was also a development engineer for the Saginaw Steering Gear Division of General Motors Corporation. He joined THE KLU in April 2011 from Kühne + Nagel.

**RESEARCH INTERESTS**
Application of modern management techniques to the efficient and effective operation of supply chains, sustainable business models, green logistics, corporate social responsibility, and cloud-based supply chain management.

**PUBLICATIONS**


**CONFERENCE PROCEEDINGS**
Franklin, Rod, Andreas Metzger, Michael Stollberg, Yagil Engel, Kay Fjortoft, René Feischhauer, Clarissa Marquezan, and Lone Sletbakk Ramstad: Future Internet technology for the Future of Transport and Logistics, ServiceWave conference on cloud computing, 2011
Dr. Niels Van Quaquebeke is Associate Professor of Leadership and Organizational Behavior at THE KLU and director of the RespectResearchGroup. A psychologist by training, he pursued his Ph.D. at the University of Hamburg and as a visiting scholar at various business schools around the globe. In 2008, he received the ERIM top talent post-doc fellowship at the Rotterdam School of Management of the Erasmus University where he later taught as an Assistant Professor at the Erasmus Centre for Leadership Studies. Dr. Van Quaquebeke joined THE KLU in June 2011 from the Erasmus University.

**RESEARCH INTERESTS**

Leadership, Values, Organizational Behaviour

**TEACHING**

Completion of Deutsche Telekom Executive Education (under affiliation of KLU for RSM)

**PUBLICATIONS**


Van Dijke, M., de Cremer, D., Mayer, D. M., & Van Quaquebeke, N. (in press). When does procedural fairness promote organizational citizenship behavior (OCB)? The moderating roles of two types of empowering leadership. Organizational Behavior and Human Decision Processes.

**CONFERENCE PROCEEDINGS**


**MEDIA APPEARANCES**

“Unwerte” als Dimension der Arbeitgebermarke, Der Standard, August 2011/ Ein Chef sollte sagen wofür er nicht steht!, Frankfurter Allgemeine Zeitung, August 2011/Mehr Respekt bittet, Funkuhr, August 2011/Mehr Respekt bittet, Bildwoche, August 2011/Unwerte beeinflussen Mitarbeiterbindung, Haufe Personal (online), September 2011/ Chefs sollten sagen, wofür sie nicht stehen, Wirtschaftspychologie aktuell (online), August 2011/Ein “schlechtes” Vorbild geben, W&V (online), August 2011/Motivation ist weniger Hierarchie und mehr Wertschätzung, Hamburger Abendblatt (online), August 2011/Nicht nur Werte, auch Unwerte der Chefs zählen, Financial Times Deutschland (online), August 2011/ Chefs sollten sagen, wofür sie NICHT stehen, Stepstone Blog (online), August 2011/ Chefs sollten sagen, wofür sie nicht ste hen, BILDUNGaktuell (online), August 2011/ Manager Semi nare, Unwerte sorgen für Charakter, Oktober 2011/ Manager Magazin, Economic Foresight 2030 – 25 Thesen von 40 Lernern, Oktober 2011

**COMMUNITY**

Taught at Summer Academy of Toepfer Stiftung F.V.S., June 2011

Taught at Summer Academy of Studienstiftung des deutschen Volkes, August 2011

Appointed for stakeholder workshop to evaluate new program at Körber Stiftung, September 2011

Appointed as mentor for TeachFirst, September 2011
Dr. Christian Barrot is Assistant Professor of Marketing and Innovation at THE KLU. He studied Business Administration at CAU at Kiel and the Norwegian School of Management (BI) in Oslo and holds a Ph.D. from the Christian-Albrechts-University at Kiel. Before joining KLU faculty in October 2010, coming from the Christian-Albrechts-University at Kiel, he gained industry experience as a consultant and entrepreneur in the internet and telecommunications sector.

RESEARCH INTERESTS
Diffusion of innovations, social networks, customer relationship management, as well as electronic commerce and service management

TEACHING
Services Marketing (together with Sönke Albers) in the Master of Science Global Logistics program; Statistics Refresher Course in the Master of Science Global Logistics program

JOURNAL PUBLICATIONS


CONFERENCE PROCEEDINGS

CONFERENCE PRESENTATIONS


RESEARCH CO-OPERATIONS
Was a Visiting Scholar at Columbia Business School, New York, June-August 2011

Made a research visit to Smeal College of Business, Penn State University, July 2011

MEDIA APPEARANCES
Wie Freunde sich neue Produkte empfehlen, Frankfurter Allgemeine Sonntagszeitung, 10.04.2011 (follow-up coverage in Deutschlandfunk Radio)
Dr. Jan Becker is Assistant Professor of Marketing and Service Management at THE KLU. He studied Business Administration at Kiel and Bayreuth and holds a Ph.D. from the Christian-Albrechts-University at Kiel. Before joining THE KLU faculty, he gained industry and consulting experience in the telecommunication and media/entertainment sector and taught at the universities of Kiel, Weimar, and Passau. Dr. Becker joined THE KLU in October 2010 from the Christian-Albrechts-University at Kiel.

RESEARCH INTERESTS
Customer relationship management, strategic marketing, innovation research, and service management

PUBLICATIONS


Becker, Jan U., Goetz Greve, and Sönke Albers: Left Behind Expectations – How to Prevent CRM Implementations from Failing, GfK Marketing Intelligence Review, 2 (2), 2010, 35-41

CONFERENCES

COMMUNITY
Was Visiting Scholar at Columbia Business School, New York, and Anderson School of Management at UCLA, Los Angeles, 2008/09
In September 2011, Dr. Christian Tröster commenced his appointment at THE KLU in the field of Leadership and Organizational Behavior. He was previously a Visiting Assistant Professor of Organizational Behavior and Human Resources at the Lee Kong Chian School of Business, Singapore Management University. Dr. Tröster studied Sociology at the University of Groningen (NL) and holds a Ph.D. in Management (2011) from the Rotterdam School of Management (NL). In 2009 he was a visiting scholar at the LINKS Centre at the Gatton College of Business and Economics, University of Kentucky. Dr. Tröster’s activities will be reported next year.
The Program Faculty consists of high-caliber international professors from top universities. The principal tasks of the Program Faculty include supporting THE KLU in curriculum design and university development, teaching responsibilities, and helping with recruitment of Resident Faculty. The Program Faculty provides a network that plays a vital role in the development of THE KLU.

PROF. C. JOHN LANGLEY JR., Ph.D., PROF. MARTIN CHRISTOPHER, Ph.D., and PROF. DR. STEPHAN M. WAGNER held inspiring speeches during the Opening Day of the Kühne Logistics University and the Kuehne Foundation Logistics Day in September 2010.

PROF. DOUGLAS M. LAMBERT, inaugural lecturer during the Opening Day, returned to THE KLU campus in August 2011 for the International Summer School in Logistics and Supply Chain Management, held in collaboration with the Fisher College of Business, Ohio State University. Together with his colleague Michael Kneymeyer, he is actively promoting THE KLU programs at their home university. Prof. Lambert is also teaching in KLU Master’s programs.

PROF. DR. THOMAS STRAUBHAAR set the cornerstones for a strategic partnership with the Hamburgisches WeltWirtschaftsInstitut that will further integrate THE KLU as part of a cluster of business and science institutions in Hamburg.

PROF. DR. WILHELM PFÄHLER put THE KLU on track with the Master’s in Management program. He worked on the basic concept and curriculum with a special focus on the methodology of problem-based learning. He is still teaching at THE KLU, and he used to be a member of the Admissions Committee for the Master’s programs.

PROF. STEPHAN M. WAGNER, PROF. RENÉ DE KOSTER, PROF. DR. HARTMUT STADTLER, PROF. DR. ROMAN INDERST strongly supported THE KLU with the recruitment of Resident Faculty, the first-mentioned also as a member of the Appointments Committee. Prof. Dr. Stephan Wagner is also active in teaching in KLU Master’s programs.

PROF. LUK VAN WASSENOVE, Ph.D., is the mastermind behind the joint KLU–INSEAD research center for Humanitarian Logistics that will shortly be established at THE KLU. This joint research center is very much in line with the growing engagement of the Kühne-Stiftung (Foundation) in Humanitarian Logistics.
PH.D. PROGRAM

THE KLU offers a unique and internationally-competitive four-year Ph.D. program in logistics and related fields, e.g. marketing and leadership. We are seeking highly talented candidates who want to pursue an academic career and are interested in doing research.

The first two years are devoted to course work. Students are required to take courses at THE KLU or partner universities in research methodologies and teaching skills as well as advanced courses related to their dissertation topic. At the end of the second year, Ph.D. students have to submit a written research proposal that describes the research question and method to be applied of the research they are going to carry out in the remaining two years. Upon successful review of the proposal, the Ph.D. students will be actively involved in research projects supervised by the faculty of THE KLU. The goal is to publish the results in peer-reviewed academic journals. The dissertation will consist of a collection of published research papers. The final requirement for obtaining the Ph.D. degree is the defense of the dissertation, which takes places at the end of the fourth year.

We already have eight Ph.D. students at THE KLU with an average age of 27 and an even distribution of male and female students. The Ph.D. students’ nationalities are German (6), Russian (1) and Italian (1), their fields of research are logistics (3), marketing (3), and leadership (2).

Our Ph.D. students will follow their studies in the fields of logistics, marketing and leadership in the coming years
M.S.C. IN GLOBAL LOGISTICS

The Master of Science in Global Logistics was the first academic program of THE KLU. On September 27, 2010, the first 25 students were enrolled in this innovative program during a festive ceremony in the Hamburg City Hall hosted by the Senator of Science and Research of the City of Hamburg.

The program reflects the new face of logistics businesses not only in content, but also in terms of the new profile of future logistics managers. With an even distribution of male and female students, the traditional image of the discipline is changing fast, making it attractive for a new group of applicants.

The Global Logistics program combines the subjects of logistics, management, and leadership in a unique way, and aims at high potentials who want to start an exceptional career with a professional education in logistics. The program puts a focus on the managerial dimension of logistics. Students learn to understand modern supply chain management in its business context, to improve supply chain efficiency, to design and operate worldwide interconnected flows of information, goods and services, and to explore new strategic options and business models.

The two-year full-time program offers two possible study tracks. Knowledge of logistics processes in international company logistics operations is presented in the Logistics Processes track and enables students to become in-house logistics leaders in commercial organizations. Managing customer logistics operations at logistics service providers requires a systems perspective; the electives in the Logistics Systems study track enable students to become leaders with third party logistics service providers.

From the beginning the program has been accredited not only by the state authorities, but also the German accreditation agency ASIIN, underlining the importance of high quality standards in teaching at THE KLU. Teaching quality is based on excellent faculty giving courses in the program. The continuously growing KLU Resident Faculty is complemented by highly renowned external professors such as Prof. Stephan Wagner from the Swiss Federal Institute of Technology Zürich (ETH Zürich), Prof. Martin Christopher from Cranfield University, Dr. Matthias Holweg from Cambridge University, and Prof. Stephan Spinler from the WHU Otto Beisheim School of Management.

Enrollment Ceremony 2010: Prof. Klaus-Michael Kühne, Christine Kühne, Senator of Science and Research Dr. Herlind Gundelach and graduates of the Master of Science Global Logistics Class of 2012 in the Hamburg City Hall.

CLASS OF 2012
Number: 25 students
Gender: 10 female/15 male
Age: Average 25 years
Nationalities: German (10), Mexican (1), Indian (3), Jordan (1), Venezuelan (1), Peruvian (1), Russian (1); Colombian (2), U.S. (4), Egyptian (1)
First degree: Business Administration/Economics (11), Others (14)

CLASS OF 2013
Number: 22 students
Gender: 11 female/11 male
Age: Average 27 years
Nationalities: German (10), Romanian (1), U.S. (1), Indonesian (1), Turkish (1), Ukrainian (1), Tanzanian (1), Swedish (1), Nepalese (1), Mexican (1), Egyptian (1), Russian (1), Kenyan (1)
First degree: Business Administration/Economics (10), Others (12)
DEGREE PROGRAMS

M.S.C. IN MANAGEMENT
This innovative program commenced in September 2011, was designed for graduates in business-related fields, and aims to provide students with the competencies and methods needed in higher management positions. Internationality of students and teaching staff, a multidisciplinary yet integrative perspective, a problem-based learning approach, and an application of theory to practical problems are the program’s major characteristics. Students have the option to specialize in logistics.

PROGRAM CONTENT
- 70% management, 15% economics, 15% leadership and soft skills
- An exchange trimester with partner schools abroad
- An integral two to three month internship
- Two integration projects with problem-based-learning
- Four months Master’s thesis

MISSION
- to develop critical faculties based on scientific methods and insights, to take a multi-disciplinary yet integrative approach and to foster decision-making based on ethical principles.
- to develop ability to analyze, evaluate, decide, shape and implement business policies, and to apply and assess scientific and practical methods,
- to train decision-making abilities via problem-based and decision-oriented learning in small groups and via case- and project-based learning,
- to enable to take on responsibility and exert leadership in an entrepreneurial spirit and
- to understand the theories, principles and practice of logistics and supply chain management (if chosen).

ACCREDITATION
The self-documentation of the Master in Management was submitted to FIBAA in early summer 2011. The peer review team visited THE KLU in August 2011, and assessed the program as above average in areas such as overall program design, integration of scientific methods, case studies and leadership skills into the curriculum and, last but not least, the international background of the lecturers. The program was accredited in September 2011.

CLASS OF 2013
Number: 14 students
Gender: 7 female/7 male
Age: Average 24 years
Nationalities: German (10), Brazilian (1), Lebanese (1), Romanian (1), U.S. (1)
First degree: Business Administration/Economics (9), Others (5)

Enrollment Ceremony 2011: Prof. Klaus-Michael Kühne, Christine Kühne, Dr. Wolfgang Peiner, Prof. Sonke Albers, graduates of the Master of Science Global Logistics and Management Class of 2013 and exchange students at the International Maritime Museum Hamburg
EXECUTIVE EDUCATION

THE KLU’s Executive Education offers exciting open enrollment seminars for international logistics managers and executives, as well as tailor-made programs for companies. The focus of the offering is in delivering practice oriented know-how in logistics and management in a very condensed, intensive, and interactive way. The portfolio comprises multi-day events like Spring and Summer Schools, short-term seminars, and from 2012 on an Executive MBA Program. International professionals and managers from companies like Saudi Aramco, Acer Europe or Hapag-Lloyd participated in Executive Education programs at THE KLU.

THE KLU offered an international Summer School in Logistics and Supply Chain Management. In this twelve-day seminar the essentials of logistics and management processes were addressed by bringing together high-class researchers, logistics experts from industry, and top executives. The 2011 Summer School was conducted in close cooperation with the Fisher College at Ohio State University. KLU Program Faculty member Prof. Douglas M. Lambert and Prof. A. Michael Knemeyer from Fisher College covered a broad range of topics, and contributed in presenting a unique learning experience to the participants. Lutz-Peter Lau, Senior Manager Logistics at EADS, speaks for many of the 24 international participants from industry, retail and service companies in the 2011 Summer School, when he says that the seminar introduced him “to new unexpected ways of thinking in an international and highly motivated environment and prepares […] with tools for the next steps in leadership and professionalism.”

In fall 2011 THE KLU offered a second international Summer School in Transport Management, in close cooperation with the Vienna University of Economics and Business (WU Wien). The objective of this seminar was to show ways of optimizing the efficiency of transport management in and between companies. Prof. Sebastian Kummer from WU Wien helped in setting up the seminar.

Based on the growing research and teaching competencies of THE KLU Resident Faculty customized programs in various topics in logistics and management will be offered according to industry requirements.
STUDENT AFFAIRS & INFRASTRUCTURE

STUDENT SERVICES
The Student Services Office assists students with all registration, financial support, student account & academic records related tasks. Student Services gives students a comprehensive orientation by providing them with the required information, counseling and assisting them in every-day related issues. In the 2010/11 academic year more than 60 students from 21 countries were helped to obtain a study visa and to find accommodation, and were given first-hand-information about financing their studies and getting to know Hamburg. THE KLU’s one-week orientation session helped first-year students to get around on campus and to immerse into their new environment. KLU students enjoyed extracurricular services from daily counseling hours and monthly movie nights to the annual Christmas party.

The Student Services Office helps and assists students prior to their arrival and while on campus
CORPORATE NETWORK AND CAREER SERVICE ACTIVITIES

Relevance is at the core of THE KLU’s vision and therefore the corporate network is a key ingredient in its success—not only as future employers but also as partners during the study period as well as in research.

THE KLU invited speakers from the corporate world, e.g. Mr. Tobias Krotofil from Ceva Logistics on the topic of the life of an expat employee in India in the class of Intercultural Management (September 2011) or Christian Schuldt from Holcim AG on the logistics of an integrated building material supplier during the Summer School on Transportation Management (September 2011). KLU students also enjoyed a glimpse of ‘real life’ during their all-year round excursions to Airbus S.A.S., BMW AG and Still AG.

At the same time, THE KLU shares its insights into logistics and management education with the corporate world and takes part in fairs and national expert meetings like the HR RoundTable, by chairing discussion panels, e.g. during the 8th HanseLog conference 2011 in Hamburg, or offering short presentations at fairs. Since January 2011 the newly-founded Careers Office offers student support in all areas of job placement, networking, professional development and individual coaching. The first activities comprised workshops on motivation letter and CV writing, information sessions on internship opportunities, company visits and presentations.

The visit to the venture capitalist HanseVentures during April 2011 introduced KLU students to the world of entrepreneurial spirit and internet start-ups. For those students interested in consulting Hanseatic Consulting, a student-based Hamburg consultancy, gave insights on what students can achieve by giving advice to a national document storage company, i.e. the restructuring of their German warehouse locations. A very different view on challenges in the field of logistics was given in May 2011 by Daniel Ginsberg, logistics manager at WorldVision, who shared his experience in disaster relief logistics.

These activities supported the students in choosing their summer internship, which they spent, amongst others, at DHL In-house Consulting, Lufthansa Cargo AG or Douglas Holding AG. Their experiences and insights for their future professional development are being reflected in an accompanying internship report, which gives the students the opportunity to view their internship experience in terms of personal development. THE KLU offered all companies who hosted students as interns in summer 2011 to become program partners of THE KLU. Among them are now Bayer AG, Kühne + Nagel and TransCare AG.
INTERNATIONAL OFFICE

By choosing to offer programs taught only in English, THE KLU is an example for setting up a truly international university in Germany. This is reflected in a partner network that spans the world from Columbus, Ohio, to Shanghai and from Mexico City to Rotterdam. The partner network will soon be extended to Colombia, Costa Rica and France. In the 2011 fall trimester, students of the first Master class of THE KLU went out into all parts of the world and, in return, THE KLU welcomed the first exchange students from India, Mexico and the U.S.

As the Chinese Ministry of Education recently acknowledged THE KLU officially as a degree-granting institution, we now look forward to resuming our discussions with the Chinese delegations that visited our campus in 2010/11. To underline our aim in offering truly international education, the international office manager joined the European Association of International Education in order to network with promising international partners and to benefit from state-of-the-art knowledge in this field.

The International Office also supports the Resident Faculty in networking with top researchers at other top schools and in identifying valuable joint research projects, for example in Costa Rica, Colombia, or the Russian Federation.

ALUMNI

An important decision was made early on by the executive board of THE KLU. All students of THE KLU’s preceding organizations are to be considered as KLU alumni. This group has proven to be an extremely valuable source of advice, spirit and networking for the newly founded university. Social events such as welcome and year end parties for THE KLU’s first Master students laid the ground for intense personal contacts between KLU alumni and KLU’s first cohort of students. THE KLU alumni were very active in 2010 and 2011. They supported THE KLU by searching for student internships, giving individual career advice and helping with student projects, for example a survey on sustainable logistics in Germany. Moreover, the alumni will support the first graduates of THE KLU as mentors during the transitional phase into their professional lives as of January 2012.

THE KLU actively supports the alumni association by assisting in the organization of events, such as the executive evening with Professor Peer Witten on November 16, 2011 on career management in the logistics industry. Due to the success of this event the board of THE KLU alumni association decided to kick off a program stream of lifelong learning for KLU alumni that THE KLU is happy to support.

LIBRARY

Information is the key to successful education. The new KLU Library and Information Management team works to ensure that KLU faculty members, students and staff have easy access to reliable and relevant logistics and management information and literature to support their learning, teaching and research activities. In the process of building the library, the focus is on offering access to digital resources. One of the first activities was to set up an online portal, giving access to a growing collection of full-text databases (e.g. Business Source Complete, ScienceDirect, SpringerLink). E-books, more than 10,000 e-journals and other relevant online resources are already available on and off-campus. Users will benefit from an integrated research infrastructure, educational and research support, and customized training sessions. A small, but fine print collection (currently some 1,500 books can be borrowed) and further information services, such as inter-library lending, reference services, and course literature supply are also being set up. An institutional repository with KLU publications is in preparation.
EVENTS

GRAND OPENING
In September 2010 the Kühne Logistics University began its teaching activities in Hamburg. In the presence of Professor Klaus-Michael Kühne, THE KLU’s benefactor and initiator, and Dr. Wolfgang Peiner, the university’s president, 25 students from around the world enrolled in the M.Sc. Global Logistics program.

A reception by the Hamburg senate at the City Hall marked the official opening of THE KLU. The Senator of Science and Research, Dr. Herlind Gundelach, congratulated the Kühne-Stiftung (Foundation) for founding the second private educational institution in Hamburg with the rank of a university, and welcomed THE KLU as a valuable addition to Hamburg’s higher education landscape.

The day was rounded off by a festive dinner at which Dr. Andreas Scheuer, Parliamentary Secretary of State at the Federal Ministry of Transport, Building and Urban Development, conveyed the best wishes of the German federal government.

LOGISTICS DAY
THE KLU was the host of the Kühne Logistics Day, an annual event of the Kühne-Stiftung (Foundation). Our Grand Opening Ceremony was embedded in the Logistics Day. The topic of this year’s event was “Global Logistics–Global Challenges”. More than 200 participants attended the conference. Speeches were held by Prof. Stephan Wagner (ETH Zürich), Prof. Martin Christopher (Cranfield University), Markus Pinger (Beiersdorf AG), Prof. Frank Straube (TU Berlin) and Prof. C. John Langley (Georgia Tech).

TRANSPORT LOGISTIC MUNICH
In May 2011 THE KLU established a good number of company contacts at the international logistics fair Transport Logistic in Munich. By sponsoring a career forum with 250 participants entitled “Career in Logistics: With Bachelor’s or Master’s degree?” THE KLU received considerable visibility.

BUDDY DAYS
From February through June 2011 THE KLU introduced monthly Buddy Days. Interested prospects had the possibility to get to know THE KLU, the programs and the senior students. The Buddies, current KLU students, guided them through a real-life KLU student day. These information days play a big role in their decision-making process to apply for a place of study.

CASE STUDY WITH TOM TAILOR
In July 2011 THE KLU solicited entries for a case study with the international lifestyle group TOM TAILOR. Ambitious Bachelor’s students were called on to try their hand at a genuine case study. Strategic decisions and transfer thinking were needed, as well as a solution-oriented approach and professional presentation. The winners received a scholarship for the Master of Science programs at THE KLU.

LECTURE SERIES
Since September 2010, 14 lectures have been delivered, including inaugural lectures by newly appointed professors. The topics of the lecture series, which is open to the public, are related to logistics and leadership, which are the two focal research and teaching areas of THE KLU.
THE KLU IN THE MEDIA

The opening of THE KLU in September 2010 was well documented in the media, e.g. in the comprehensive article “Kühnes Plan” by Marion Schmidt, Financial Times Deutschland (12.3.2010). The FTD also interviewed Klaus-Michael Kühne during the Opening Ceremony at Hamburg’s City Hall “Das Ziel ist Exzellenz” (1.10.2010). Die Welt contributed a full page “Unternehmer Kühne hat jetzt seine eigene Uni” by Stephan Maass (28.9.2010).

The opening of the university was also covered by TV and radio stations. National television ZDF visited in October 2010 to portray THE KLU for “ZDF Mittagsmagazin” (20.10.2010), which covered the growth industry logistics in the light of the 27th International Supply Chain Conference in Berlin. THE KLU was introduced in a two-minute sequence as the industry’s new university.

Deutsche Welle Radio, Germany’s international radio broadcaster, featured KLU in its focal topic “Wirtschaft” and interviewed Dr. Markus Baumanns, then Managing Director, Fabian Berger, Program Manager, and logistics master student Camilo Palacios from Colombia for a radio broadcast “Aufschwung macht begehrlıch! Den Hafen studieren – die Kühne Logistics University (KLU) wird gegrünıet” by Richard Fuchs (26.8.2010).

The most influential educational blog for business schools also took up on the foundation of THE KLU “Business School mit Logistik Fokus” by Bärbel Schwertfeger, mba-channel.com (06.04.2010). Ms. Schwertfeger, who frequently writes well-informed pieces on MBA and executive education in Germany, is closely following the development of THE KLU, e.g. in her article “Neue Business School in der HafenCity” in wirtschaft + weiterbildung (01.05.2010).

Other influential media reported on the new Master Program in Management in early 2011, e.g. the Frankfurter Allgemeine Zeitung – Beruf & Chance “Praxisnah Management studieren” (12.02.2011) or DIE ZEIT – Chancen “Management Master” (03.03.2011).

With the build-up of the Resident Faculty THE KLU was able to generate substantial content-driven publications, for example on leadership topics “Der Chef soll sagen, wofür er nicht steht” by Sven Astheimer, Frankfurter Allgemeine Zeitung (20.08.2011), or “Frauen in Führungspositionen” by Christina Mölders and Niels Van Quaquebeke, Personalführung (07/2011), but also on logistics topics “Ein Amerikaner forscht in Hamburg”, Die Welt – Wissen (25.07.2010).

SOCIAL MEDIA

At THE KLU we like to keep in touch with our alumni, students and supporters who come from all over the world. That is why we offer a variety of online services to inform them about our activities and the day-to-day business at THE KLU. If you look for THE KLU on Facebook, Xing, LinkedIn or YouTube you will find interesting behind-the-scenes material such interviews, information about case studies and Buddy Days, and regular updates on our programs and lecture series.
THE ROAD AHEAD

The next academic year will see THE KLU growing and maturing in all relevant areas:

THE KLU is going to strategically expand the Resident Faculty. Recruiting top researchers in fields like Maritime Logistics, Logistics Strategy or Transport Economics is key to building THE KLU’s profile, as well as filling the positions of Dean of Programs and Head of Logistics.

THE KLU is going to set up THE KLU–INSEAD Research Center on Humanitarian Logistics, led by Prof. Luk van Wassenhove. Under his supervision, five researchers in the center will work on topics like health care supply chains in developing countries, immediate response in disaster areas, or fleet management in humanitarian organizations. The researchers will work closely with the existing team at INSEAD, and other potential partners like MIT or Rensselaer Polytechnic Institute. Together with visiting faculty from other universities and executives-in-residence, THE KLU will host a series of events, including workshops with thought-leaders and conferences with researchers and practitioners. With this center, THE KLU intends to contribute to improving the efficiency of humanitarian aid and thereby become a knowledge hub for humanitarian logistics.

During summer 2012 the first KLU graduates will enter the job market. The 25 students who are enrolled in the Master of Global Logistics started as THE KLU’s first student cohort in 2010.

In September 2012 THE KLU is going to launch the Executive MBA in Logistics and Leadership. The 18-month program, which is to become a cornerstone in the development of THE KLU, will be taught in four-five days’ intervals and includes study trips to the U.S. and China. The courses will focus on three main areas: Strategy & Structure, Resources & Processes, and People & Leadership. The EMBA is attractive for professionals and managers with at least five years of relevant work experience in logistics functions, who want to make the next step in their managerial career and further develop leadership skills.

THE KLU is going to continue on its growth path in executive education. There will be Spring and Summer Schools with renowned academic partners from around the world, as well as shorter courses and conferences for industry (in-house and open-enrollment) on logistics and leadership topics like pricing strategy and lean operations, for example.

On June 13 and 14, 2012, THE KLU is going to host the BVL Wissenschaftssymposium in Hamburg. Up to 300 participants will exchange their views on Logistics goes Cloud (working title), including a special workshop for Ph.D. students. BVL and KLU are planning to publish the conference proceedings.
EXECUTIVE BODIES/IMPRINT

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