



International Newsletter

www.frankfurt-university.de 1/2021



EDITORIAL

Dear Reader,

the corona pandemic has presented us all with special challenges in the past few months. Even if we cannot completely return to our „normal operations“ this summer semester, I am still pleased that we are celebrating our 50th anniversary this year. A lot has happened at our university since we were founded in 1971 - also due to the numerous international collaborations. In this context, I would like to thank you, our international partners, for the great cooperation and I look forward to the future exchange!

Sincerely yours,

Prof. Dr. Frank E. P. Dievernich
President



50 years Frankfurt UAS

Your message for the anniversary – become a testimonial

We are sure that each of you will have very personal stories, anecdotes and memories associated with Frankfurt UAS. We would be very happy if you would share these memories with all of us in order to create a colorful bouquet that traces this proud story and dares to look into the future. Feel free to contact our anniversary project team and find out how you can convey your greeting message. An informal email to jubilaem@fra-uas.de is sufficient.

Header international flags: © scantrain - Bildagentur Panthermedia

Frankfurt University of Applied Sciences

RESEARCH AND INNOVATION

From the education through the arts to good leadership? Think differently about leadership

How does dealing with art and culture influence the personal development of prospective managers? Ulrike Gerdiken, Barbara Lämmlein and Hannah Lutz investigated this question from 2018-2020 in the research project “From the education through the arts to good leadership?”

For their research, they conducted qualitative interviews with two groups of students: Some came from the fields of business administration, law and natural sciences and had dealt intensively with artistic activity for a year in the art and culture program “Bronnbacher Stipendium”. The other group consisted of students from the master’s program “Leadership” at Frankfurt UAS. Both groups were asked about their personal develop-

ment, their expectations of their future leadership activities and the importance of artistic activity for leadership activities.

The results show that dealing with art and culture primarily affects personal development and dealing with diversity. However, competencies are also developed that offer a good basis for management action in the sense of good leadership. The artistic activity must then, however, be supplemented by reflections on understanding of leadership and ethical standards of action.

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Research in a team – Barbara Lämmlein (left) and Ulrike Gerdiken (right): © Kevin Rupp | Frankfurt UAS

CargoErgo – Economic and ergonomic improvement potentials in air freight handling



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The air cargo supply chain consists of several agents. Among them are the truckers, who ship freight between customers and airports, and airlines, who transport the freight in-between airports via plane. Handling agents link road and air transport: they consolidate freight from truckers and forward it to the airlines (and vice versa). Since speed is essential, processes must be organised and executed efficiently, which can be supported by digitalisation and information technologies. Furthermore, the consolidation and disassembly of air freight requires a high amount of physical labour, which makes workers prone to muscular-skeletal disease and injuries. The CaroErgo research project first investigated the handling agents’ process chain from

an economic perspective, identifying shortcomings and countermeasures with an emphasis on information technologies. Second, the physical strain on the workers was evaluated and manual material handling devices were suggested for improvement.

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Further information

www.relut.de

RESEARCH AND INNOVATION

Presenting SOLID



Social work and strengthening
 NGOs in development cooperation
 to treat drug addiction



We are pleased to present the SOLID Exceed project funded by German Academic Exchange Service (DAAD) for the duration of five years. Titled “Social work and strengthening of NGOs in development cooperation to treat drug

addiction“, SOLID is a project dedicated to improve the social work education, research, and practice across five countries: Kazakhstan, Kyrgyzstan, Uzbekistan, PR China, and Germany. The primary goal of the project is to open doors for international cooperation between five partnering Universities – Bishkek State University (Kyrgyzstan), Eurasian National University (Kazakhstan), Bukhara State Medical Institute (Uzbekistan), Shanghai Mental Health Center (PR China) and Frankfurt University of Applied of Sciences. SOLID also is a result of an already established successful scientific collaboration

between the listed Universities and their respective representatives (e.g. CADAP and InBeAIDS projects). With this project, our team hopes to address one of the most pressing issues in Central Asia and PR China, that of the underdeveloped role of social work in helping people who use drugs and suffer from associated health concerns.

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Further Information

<http://bit.ly/PresentingSOLID>

Debates on Social Intervention Research

More than 120 participants from five European countries attended the annual conference of the Center of Competence for Social Intervention Research. Under the headline “Controversies over the Complexity of Social Issues. Debating Social Intervention Research” they digitally listened to and discussed two keynotes and 20 carefully selected papers in eight thematic sessions, covering varied methodo-

logical approaches to the research of social interventions, in fields ranging from violence prevention and refugee work to education and counselling. Though most sessions were in German, one English language panel discussed research from Belgium, France and Italy as well as Australia. The most obvious lesson learned points to the importance of participative research approaches, that benefit

and collaborate with users, staff and organizations in social work. The new Frankfurt Case Archive, that makes social work case material digitally accessible, met with great interest and cooperation offers.

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Adaptive ReUse: Strategies for Post-War Modernist Housing

The Post-War Modernist Housing Research Lab at Faculty 1 of the Frankfurt UAS aspires to create and disseminate in-depth knowledge of post-war modernist housing. It researches regional case studies and collaborates with international experts in order to learn from experience gained in other countries. In 2020, the laboratory organised the conference `Adaptive Re-Use´ as part of its activities and published a comprehensive publication in English with contributions from international authors in this context. In prosperous regions, housing markets are under significant pressure. With the focus on preserving land and developing brownfield sites, post-war housing estates are being earmarked for densification, as their density is perceived as rather low and

the ownership is often concentrated in the hands of only a few publicly owned housing associations. In this setting, post-war estates are in danger of losing their characteristic spatial structures and landscaping. The conference and the associated publication `Adaptive Re-Use´ discusses strategies for the development of post-war housing by referring to European case studies from the period of 1945 to 1975. The contributions show how housing estates from different European countries are listed and preserved, and how architectural fabric can be adapted to meet today’s needs.

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<https://www.frankfurt-university.de/nachkriegsmoderne>



The English-language publication Adaptive Re-Use. Edited by Maren Harnack, Natalie Heger and Matthias Brunner. © JOVIS Verlag, 2020

RESEARCH AND INNOVATION

“The Effects of the COVID-19 Pandemic on Mobility and Logistics”

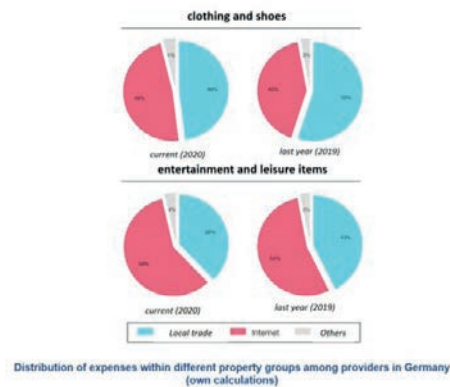
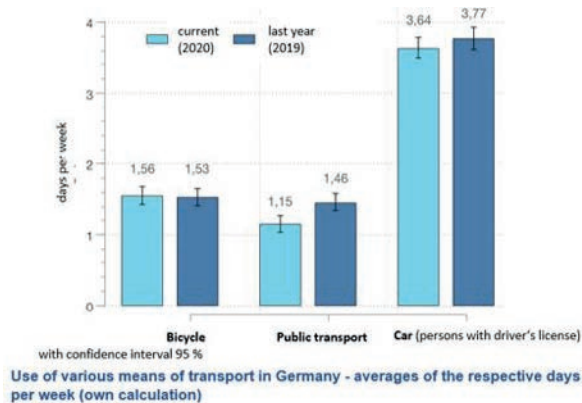
In summer 2020, the ReLUT examined the effects of the pandemic on mobility behavior and traffic. Even more important than the short-term effects due to the political measures and the changes in behavior that are triggered by the fear of infection, are the long-term effects, which will persist „after Corona“. We evaluate existing data and studies, carry out a representative survey, and

interview experts. The increased use of home offices and the renouncement of business trips will probably have a lasting effect on commuter traffic and the face of inner cities. The trend towards online shopping, which has been intensified once again by the pandemic, will increase delivery traffic in the areas where people live. If the right course is set politically, the bicycle can have a

greater weight in the modal split over the long term. The final report with all the results is available at www.relut.de.

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Will we all soon be driving autonomously? User acceptance of autonomous shuttles in public transport

In the “Autonom am Mainkai” project, two autonomous shuttles on the banks of the Main in the city of Frankfurt am Main were scientifically accompanied. The aim was to examine user acceptance and operational challenges.

During the test phase, all passengers had the opportunity to take part in a quantitative online survey. In addition, the operators and operations managers of the two shuttles were interviewed and asked about the operational challenges. The inspection of further test locations also enabled an infrastructural, operational and user acceptance-related comparison. In addition, further subject areas were surveyed with the respective project managers.

The analysis of the results revealed important aspects that should be taken into account for the successful use of the shuttles at other locations. Basically, there was a very high level of acceptance for the shuttles and many passengers could imagine taking a ride in the shuttles without operators or on public roads.

Contact

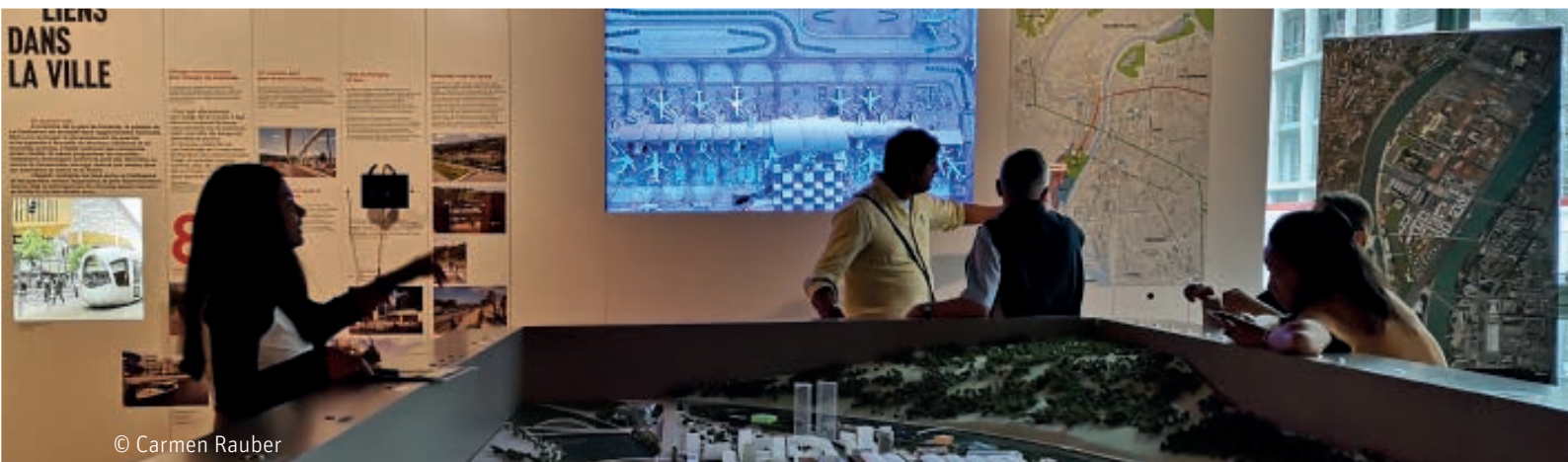
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Further information (german):
www.probefahrt-zukunft.de



TEACHING AND LEARNING

Urban Agglomerations – Interdisciplinary Formation in Sustainable Urban Development



© Carmen Rauber

For the second time, the international Master program “Urban Agglomerations”, founded in 2008, went through the process of re-accreditation and has again left an excellent impression on the expert group. The course which offers an international and interdisciplinary education in sustainable planning, development, management and operation of cities and metropolitan areas provides its students with a broad horizon of

cross-disciplinary knowledge in the field of urban agglomerations. The program focusing on relevant practices of sustainable urban development in Germany in an international perspective cooperates with partner universities worldwide for an integrated exchange semester. Graduates acquire the ability to approach and solve complex urban problems in interdisciplinary teams and to act as experts in urban development, both in

developed and in developing countries.

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Further Information

www.frankfurt-university.de/urban-agglo

Collaboration with Deakin University in Melbourne (AU)

The schedule had been set: two workshops with Deutsche Post DHL in Bonn, a company visit at Mercedes-Benz in Stuttgart and a project room were made available. 19 students from the Deakin University (Melbourne, Australia) were supposed to stay at Frankfurt University of Applied Sciences to conduct a project together with Deutsche Post DHL. And then: Corona prohibited any kind of travel and the project had to be conducted online.

The objective of the project was provided by employees at Deutsche Post DHL in Bonn (Germany). They aim to improve the collaboration between Enterprise Architecture and other organisational units in order to foster the alignment between business and IT. The idea: Setting up an Enterprise Architecture as a service centre providing value-adding services and collaboration rather than

a staff department defining strict rules. The students were divided into three teams, each of which focussed on one aspect:

- **Team 1** | Defining roles and responsibilities of the service centre, including a service catalogue
- **Team 2** | Proposing measures (KPI = key performance indicators) for determining the value provided by the service centre
- **Team 3** | Designing a social website for a seamless collaboration between Enterprise Architecture and the rest of the company.

The project lasted for two weeks starting on June 29, 2020. It was kicked off by an online meeting involving all participants (Deutsche Post DHL, students, supervisors). Students and Deutsche Post DHL worked together using the online

collaboration platform Microsoft Teams. This platform was also used for several online meetings until the final presentation on July 10th.

Continue reading:

<http://bit.ly/CollabDeakin>



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TEACHING AND LEARNING

Getting managers in the classroom in a pandemic – From Dubai and Muscat to Frankfurt

By Prof. Dr. Joachim Sandt and Prof. Matthias Schabel

Inviting managers and professionals to share their experiences with the students is a crucial aspect at the Faculty of Business and Law. In the subject area Accounting and Management Control we – Prof. Dr. Joachim Sandt and Prof. Matthias Schabel – have integrated the guest lectures in the modules Current Issues in Management Accounting and control. We want to get across to the students to understand how companies tick. When planning for the first hybrid semester due to the pandemic in 2020 we were afraid managers and professionals would be hesitant to give guest lectures. After the first contacts we realized that even when facing difficult times in their companies, managers continued being available for guest lectures. Hence, we not only invited guest speakers out of the Rhein-Main region, e.g., Jan Kienecker, SVP Finance & Controlling Lufthansa Cargo, Sebastian

Mertes, CFO Emma – The Sleep Company. In addition, we invited managers out of our network outside the Rhein-Main region. For instance, Stefan Rüter, CFO Oman Airports, – an alumnus of our university – talked about how the airport management company dealt with a huge decrease in flight and passenger numbers as well as the specifics of managing in an Arab culture.

Said Waly, a former student of Prof. Sandt, now Manager at PwC Dubai, before in Doha, shared his experience with implementing SAP S/4 Hana, also speaking about managing styles in Qatar and UAE as opposed to Germany.

Although the online format grants more flexibility, the networking – especially in subsequent lunches or dinners – is much easier in the traditional classroom way. Nevertheless, we will continue mixing the two approaches.



“We know how companies tick.” – From right: The authors Joachim and Matthias with the Dean Prof. Dr. Oliver Schocke at the 2017 JP Morgan Corporate Challenge Frankfurt. © Kai-Oliver Schocke

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To get an overview of the guest lectures go to:
http://bit.ly/guest_lectures

Maximum support for Students in their individual Learning Process with an innovative Lecture Concept integrating digital Media



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In the bi-annual lecture series “Lean Management” associate Lecturer Dr. Tobias Bornemann (Faculty 3: Business and Law) strives to sensitize students of the study programs “Business Administration” and “International Business Administration” to topics of efficiency optimization of agile product development. In this context he developed an innovative and holistic lecture concept over the last year. His intention is to guide students according to their needs and to support their individual self-learning process. The lecture was specifically extended by e-learnings in screencast video format as well as self-learning tests to support self-study. They are embedded in an interactive learning environment in Moodle and are accessible from the lecture participants. The highly elaborated and animated

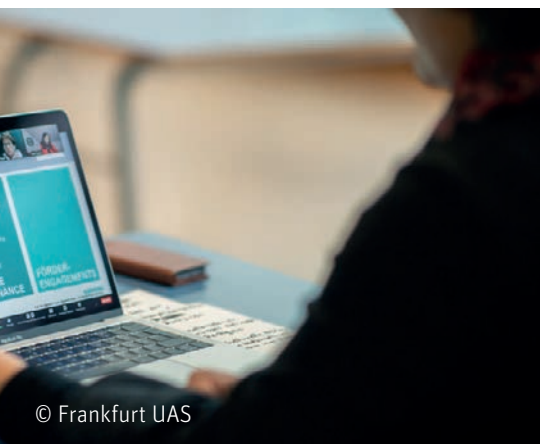
eLearnings complement the synchronous lecture by targeted detailing of elementary contents. The focus during the lecture can be concentrated to the interaction with the students. Self-assessment tests are provided after each subscript. Programmed algorithms generate different tests for students repeatedly for each learning section. In this way highest lecture quality can be ensured. A needs-oriented combination of the individual elements and media is essential and the key to success here. The feedback from students is extremely positive, so that this “success story” is an example for a highly qualitative and innovative lecture format.

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NEWS AND EVENTS

Faculty 4: Social Work and Health to host its International Week from May 17-22, 2021



© Frankfurt UAS

The 24th International Week in May 2021 will digitally bring together organisations from all over the world to exchange perspectives on contextual approaches to social work in practice with the students and staff of Faculty 4.

This online event is an excellent opportunity to get to know the guests and their organisations, both as international actors in social work and as potential placement partners for internship positions abroad. We look forward to your participation!

A detailed description of the International Week can be found under the following link (german):

www.frankfurt-university.de/?id=6029

For more information, please contact the Coordinator for Internationalization of Faculty 4:

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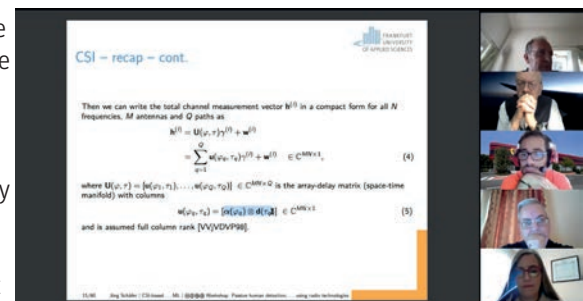
Travel Restrictions Prompt New Format for International Symposium on Computer Science

One might call it „making a virtue out of necessity“: When the annual Spanish-German Symposium on Applied Computer Science of Frankfurt UAS, the Universidad de Cádiz (UCA) and the Universidad Complutense de Madrid (UCM) could not take place in 2020 due to travel restrictions, the universities decided to convert the event into a virtual monthly meeting. Apart from further intensifying their academic exchange, the partners aim to create a stage for young scientists to present their work in front of an international audience at a time when such oppor-

tunities are rare. In December 2020, the kick-off meeting took place. The department of Computer Science at Frankfurt UAS and the research group Grupo Ucase de Ingeniería del Software (UCA) have been working together since 2010 and established the symposium shortly after. A few years ago, the UCM joined as a third partner. „We are glad to be able to turn crisis into opportunity and support our young scientists“, says Prof. Dr. Matthias Wagner, professor at the department of Computer Science at Frankfurt UAS.

Further information

<http://sgsoacs2021.uca.es>



Online Debate on the Future of Tourism



Almost 300 participants from the travel industry, tourism associations and the scientific community virtually discussed sustainable innovations for the tourism industry in December. The „Day of Tourism“, organized by our tourism management students and Prof. Dr. Kerstin Wegener, Director of the recently founded Institute for Aviation and Tourism, followed the headline „Think Today. Travel Tomorrow“.

After a welcoming key note by the president of the Frankfurt UAS, speakers from TUM Hyperloop to the Federal Environment Agency provided insights into innovative business models and

sustainability efforts for the tourism industry. The panel discussion with high-profile representatives of DB Fernverkehr, DER Touristik and others focused on the compatibility of profitability and sustainability. State aid for large corporations and Elon Musk's visions of tomorrow's mobility were also controversially discussed during the conference.

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IMPRINT

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