The Institutes and Professorships at a Glance

Digital Management and New Media (DMM)	**Electronic Commerce and Digital Markets (ECM)**	**Digital Services and Sustainability (DSS)**	**Artificial Intelligence (AI) in Management**	**Digital Work**
Prof. Dr. Hess	Prof. Dr. Spann	Prof. Dr. Kranz	Prof. Dr. Feuerriegel	Prof. Dr. Mayer

Research Areas (DMM)

- Digital Change of Companies
- Digital Media Companies
- Data-based Business Concepts
- Process & Algorithmic Management

Research Areas (ECM)

- Pricing
- Digital Advertising
- Digital Platforms
- Social Media & Digital Technologies
- Mobile Marketing & Digital Retailing
- Crowd Intelligence & Innovation

Research Areas (DSS)

- Digital Innovation & Transformation (Governance and Strategy, Agile Methods, Privacy)
- Responsible & Sustainable Digitalization (Digital Resilience, Corporate Digital Responsibility, Circular Economy, Sustainable Business Models)

Research Areas (AI in Management)

- Artificial Intelligence for Marketing
- Artificial Intelligence for Healthcare
- Artificial Intelligence for Social Media
- AI for Good

Research Areas (Digital Work)

- Technological change and the transformation of work
- (Generative) artificial intelligence in knowledge work
- Algorithmic Management
- Digital Platform Work