



Prof. Dr. Thomas Cleff

Curriculum Vitae

Biography

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Academic Education

1993 to 1996 Dr. rer oec., University of Wuppertal
1990 to 1993 Dipl. Oec., Business and Economics at the University of Wuppertal
1989 to 1990 Licence es Sciences Economiques, University Panthéon–Sorbonne (Paris 1)
1987 Beginning of Business Studies at the University of Wuppertal

Professional Experience

Since 2020 Member of the Advisory Board of the Pforzheim University Foundation
Since 2019 Secretary-General of the Network of International Business and Economic Schools (NIBES)
Since 2019 Member of the International Academic Council of the AHP - Academy at Pforzheim University
Since 2019 Member of the International Academic Council of the School of Management at the National Taiwan University of Science and Technology
Since 2016 Board Member of the AACSB *Initial Accreditation Committee (IAC-Z)* until 2019 and since 2020 Board Member of the AACSB *Initial Accreditation Committee (IAC-Y)*
2016-2019 Board Member of the AACSB European Affinity Group
Since 2015 Various Memberships in Peer Review Teams of AACSB
Since 2015 Serving as an international expert for the Portuguese Agency for Assessment and Accreditation of Higher Education - A3ES (“Agência de Avaliação e Acreditação do Ensino Superior”)
Since 2014 Member of the International Advisory Board of EQUAA (Education Quality Accreditation Agency)
Since 2014 Chapter President of the Beta Gamma Sigma Chapter Pforzheim University
Since 10/2014 Dean of the Business School at Pforzheim University

Since 2013	Member of the senate of Pforzheim University
Since 2013	Board Member of the Network of International Business and Economic Schools (NIBES)
03/2012-9/2014	Vice Dean of the Business School at Pforzheim University
2009-2011	Member of the Continuous Improvement Committee and Member of the Outcome Assessment Committee at Pforzheim University.
Since 2005	Elected Member of the Faculty Council of the Business School Pforzheim
2003-2012	Director of the Study Program "International Marketing"
2001-2012	Director of the Study Program "Quantitative Methods"
Since 2001	Coordinator of the Network of International Business and Economic Schools at Pforzheim University
Since 2000	Research Associate at the ZEW – Leibniz Centre for European Economic Research in Mannheim
Since 09/2000	Professor for Quantitative Methods in Business & Economics at Pforzheim University
1997-2000	Senior Researcher at the Centre for European Economic Research (ZEW), Mannheim
1993-1996	Assistant at the University of Wuppertal
1990-1992	Student Assistant at the University of Wuppertal
1985–1987	Community Service at the "Paritätischer Landesverband NRW"

Research Projects

Since 2014	White-collar crimes and organisational structures (Commissioned by: PricewaterhouseCoopers AG WPG Frankfurt/Main)
2010-2013	Lead Market Strategies: First Mover, Early Follower and Late Follower. (Commissioned by: German Federal Ministry of Science and Technology)
2009-2010	Optimization of the Profit-Margin in a Three-Part-Tariff-System. An Empirical Application in the Energy Producing Sector (Commissioned by: AHP)
2009	How Global are Global Brands? Joint-Research with University Tec de Monterrey, Mexico (Commissioned by: Own Funding)
2006-2009	Analysis of delinquent motivation in case of white-collar crimes (Commissioned by: PricewaterhouseCoopers AG WPG Frankfurt/Main)
2006-2008	Sectoral Innovation Systems in Europe Monitoring, Analysing Trends and Identifying Challenges – Systematic – Sixth Framework Program: Activity Area: Research and Innovation. (Commissioned by: ZEW)
2004	The European Car Industry: Competitiveness, Challenges, and Future Strategies (Commissioned by: DG Enterprise EU-Commission)
2004	Barriers to Innovation in Germany and International Relocation of Industrial Production (Commissioned by: BASF AG)
2003-2005	Competitiveness in the German OTC-Market. A Quantitative Analysis of Sales Data (Commissioned by: GlaxoSmithKline)
2003-2004	How to Build a Cost Benchmark: An Applied Benchmark of the Cost Structure of three German Health Insurance Companies (Commissioned by: Schwenninger BKK, BKK Zollern-Alb, BKK Steuer- und Juristische Berufe)
2002-2003	Marketing Instruments in OTC-Markets. The Quantitative Analysis of Fidelity Card Data (Commissioned by: real,- (Metro-Group) and GlaxoSmithKline)
2002-2003	Forecast Model of Intermediate Products (Commissioned by: SEW Eurodrive)
2002-2003	Global Innovation Positioning Strategy - Lead Market Analysis for Functional Clusters (Commissioned by: Daimler Chrysler AG)

- 2001-2002 Lead Market Germany (Commissioned by: German Federal Ministry of Science and Technology BMBF)
- 1999-2001 Innovation-related Knowledge Flows in European Industry: Extent, Mechanisms, Implications (Commissioned by: EU-Commission)
- 1999-2001 Lead Markets for Global Products (Commissioned by: ZEW Förderverein)
- 1999-2000 Sales Forecasts Serving as Strategic Instruments for Corporate Planning. Example: Lubricants Market (Commissioned by: DEA/Fuchspetrolub)
- 1999-2000 Predicting Lead Markets for New Innovation Projects (Commissioned by: DaimlerChrysler AG, Stuttgart)
- 1999-2000 Forecasting in the European Automotive Industry (Commissioned by: Opel AG)
- 1999 Development of the Computer Software "Global Sourcing Management Tool"
- 1998-1999 Global Sourcing in the Mechanical engineering Industry (Commissioned by: Heidelberger Druckmaschinen AG)
- 1997-2000 Mannheim Innovation Panel: Innovation Activities of the German Service Sector (Commissioned by: German Federal Ministry of Science and Technology BMBF Bonn)
- 1997-2000 Mannheim Innovation Panel: Innovation Activities of German Enterprises (Commissioned by: German Federal Ministry of Science and Technology BMBF Bonn)
- 1997-1998 Determinants of Environmental Product and Process Innovation (Commissioned by: German Federal Ministry of Science and Technology BMBF Bonn)
- 1994-1996 Locations Factors, Competitiveness, Employment and Strategies in the Chemical Industry (Commissioned by: Hans Böckler Stiftung)
- 1993-1996 Cultural Effects on Industrial Relations

Publications

- 2020 Cleff, T., Elezi, E., Walter, N. (2020): Rebranding – A Criteria-Based Analysis and Comparison of the Rebranding Strategies of the Fashion Heritage Brands Burberry and J. Crew, in: Barković, D. et al. (eds.): *Interdisciplinary Management Research XVI*, Opatija, 366-393.
- 2019 Cleff, T., Halblaub-Miranda, M., Knöll, M., Rudolph-Cleff, A. (2019): Public Space and Pedestrian Stress Perception: Insights from Darmstadt, Germany. In: Vojnovic, I. et al. (Eds): *Handbook of Global Urban Health*. Routledge, New York, 269-282.
(<https://doi.org/10.4324/9781315465456>)
- 2019 Cleff, T. (2019): *Applied Statistics and Multivariate Data Analysis for Business and Economics. A Modern Approach Using SPSS, Stata, and Excel*, Springer Nature Switzerland, Cham.
(<https://doi.org/10.1007/978-3-030-17767-6>)
- 2019 Cleff, T. (2019): *Angewandte Induktive Statistik und Statistische Testverfahren. Eine computergestützte Einführung mit Excel, SPSS und Stata*, Wiesbaden. (<https://doi.org/10.1007/978-3-8349-6973-6>)
- 2019 Borch, M., Cleff, T., Walter N (2019): Analyse der Customer Journey und die Ausgestaltung digitaler Touchpoints – Eine empirische Analyse anhand des Sportartikelherstellers Adidas, in: Bacher, U. et al. (eds.): *Interdisciplinary Management Research XV*, Opatija, 843-869.
- 2018 Cleff T., van Driel G., Mildner LM., Walter N. (2018): Corporate Social Responsibility in the Fashion Industry: How Eco-Innovations Can Lead to a (More) Sustainable Business Model in the Fashion Industry. In: Horbach J., Reif C. (eds): *New Developments in Eco-Innovation Research. Sustainability and Innovation*. Springer, Cham, 257-275.
- 2018 Cleff, T., Knöll, M., Neuheuser, K., Rudolph-Cleff, A. (2017): A tool to predict perceived urban stress in open public spaces, in: *Environment and Planning B: Urban Analytics and City Science*, Vol. 45, Issue 4, 797–813.
(<https://doi.org/10.1177/0265813516686971>)
- 2018 Cleff, T., Hansmann, L. M., Walter N (2018): The quantified self – a theoretical framework and empirical study on marketing opportunities within the self-tracking environment, in: Bacher, U. et al. (eds.): *Interdisciplinary Management Research XIV*, Opatija, 1198-1224.

- 2018 Cleff, T., Walter, N., Xie, J. (2018): The Effect of Online Brand Experience on Brand Loyalty: A Web of Emotions, *IUP Journal of Brand Management*, Vol. 15, Issue 1, 7-24.
- 2017 Cleff, T., Klein, A., Walter N (2017): Brand communities in an open innovation environment, in: Bacher, U. et al. (eds.): *Interdisciplinary Management Research XIII*, Opatija, 161-196.
- 2016 Cleff, T., Rennings, K. (2016): Are there first mover advantages for producers of energy-efficient appliances? The case of refrigerators, in: *Utilities Policy*, Vol. 42 (2016), 42-50. (<http://dx.doi.org/10.1016/j.jup.2016.03.004>)
- 2016 Cleff, T., Huijnen, M.-A., Walter, N. (2016): Do you trust your brand or not? A comparative analysis of the adoption of brand extensions of generation X versus Y in the FMCG Industry, in: Bacher, U. et al. (eds.): *Interdisciplinary Management Research XII*, Opatija, 871-890. (http://www.imr-conference.com/wp-content/uploads/IMR_XII.pdf)
- 2015 Cleff, T., Grimpe, C. & Rammer, C. (2015): Identifying Lead Markets in the European Automotive Industry: An Indicator-based Approach, *Industry and Innovation*, Vol. 20 Iss 6, 496-522 (<http://dx.doi.org/10.1080/13662716.2015.1080047>)
- 2015 Braun, K., Cleff, T. Walter, N. (2015): Rich, lavish and trendy – is lesbian consumers’ fashion shopping behaviour similar to gay’s? A comparative study of lesbian fashion consumption behaviour in Germany, *Journal of Fashion Marketing and Management: An International Journal*, Vol. 19 Iss 4, 445-466. (<http://dx.doi.org/10.1108/JFMM-10-2014-0073>)
- 2015 Cleff, T., Loris, H., Walter, N. (2015): Shopping on the Go - An Analysis of Consumers’ Intention to Use M-Commerce in Germany and Peru, in: Bacher, U. et al. (eds.): *Interdisciplinary Management Research XI*, Osijek, 344-372.
- 2015 Cleff, T. (2015): *Deskriptive Statistik und Explorative Datenanalyse. Eine computergestützte Einführung mit Excel, SPSS und Stata*, 3rd revised and extended edition, Wiesbaden.
- 2014 Cleff, T., Lin, I. and Walter, N. (2014): Can you feel it? The effect of brand experience on brand equity, in: *The IUP Journal of Brand Management*, Vol. XI, No. 2, 7-27.
- 2014 Cleff, T., Rennings, K. (2014): Are there any First and Second Mover Advantages for Eco-Pioneers? Lead Market Strategies for Environmental Innovation, in: Rongping, M., Meckl, R. (eds.): *Innovation for Green Growth*. Science Press Beijing, 41-63 (ISBN: 978-7-03-039240-4).
- 2014 Also published in: Cleff, T., Rennings, K. (2014): Are there any First and Second Mover Advantages for Eco-Pioneers? Lead Market Strategies for Environmental Innovation, in: Bacher, U. et al. (eds.): *Interdisciplinary Management Research X*, Opatija, pp. 167-192.
- 2014 Cleff, T. (2014): *Exploratory Data Analysis in Business and Economics: An Introduction Using SPSS, Stata, and Excel*, Heidelberg et al. (ISBN-13: 978-3319015163)
- 2013 Cleff, T., Rennings, K. (2013): Do First Mover Advantages for Producers of Energy Efficient Appliances Exist? The Case of Refrigerators, ZEW Discussion Paper No. 13-054, Mannheim. (<http://ftp.zew.de/pub/zew-docs/dp/dp13054.pdf>)
- 2013 Cleff, T., Rennings, K. (2013): Six Reasons for Germany’s Lead Market Position in Energy Efficient Refrigerators, in: Fakultät für Wirtschaft und Recht der Hochschule Pforzheim (ed.): *50 Jahre - 50 Thesen*, Band 2: Thesen zu Wirtschaftspolitik, Wirtschaftsethik und International Business, Pforzheim, 107-115.
- 2013 Cleff, T., Naderer, G. and Volkert, J. (2013): Motives behind white-collar crime. Results of a quantitative and qualitative study in Germany, in: *Society and Business Review (SABR)*, Vol. 8 Iss: 2, 145-159.
- 2013 Cleff, T., Dörr, S., Vicknair, A. and Walter, N. (2013): BRAND EXPERIENCE – how it relates to brand personality, consumer satisfaction and consumer loyalty. An empirical analysis of the Adidas brand, in: Bacher, U. et al. (eds.): *Interdisciplinary Management Research IX*, Opatija, 731-754.
- 2013 Chu, G., Cleff, T. and Walter, N. (2013): Brand experience’s influence on customer satisfaction and loyalty: a mirage in marketing research? in: *International Journal of Management Research and Business Strategy*, Vol. 2, No. 1, 130-144 (ISSN: 2319-345X). (http://www.ijmrbs.com/download.php?file=ijmrbsadmin/upload/IJMRBS_50e554b968e3f.pdf&iid=32)
- 2013 Cleff, T., Rennings, K. (2013): Lead Markets for Energy Efficient Appliances – The Case of Refrigerators, Working Paper No. 9 within the project: Lead Markets Funded under the BMBF Programme „WIN 2“, Pforzheim, Mannheim.

<http://kooperationen.zew.de/lead-markets/ergebnisse.html>

- 2012 Cleff, T., Rennings, K. (2012): Are there any first-mover advantages for pioneering firms? Lead market orientated business strategies for environmental innovation, in: *European Journal of Innovation Management* (EJIM), Vol. 15 Iss: 4, 491 - 513.
- 2012 Buyer, D., Cleff, T. & Frank, D. (2012): Empirische Befunde zur Nutzung der Conjoint Analyse zur Marktsimulation in der deutschen Marktforschungspraxis, in: Bacher, U. et al. (eds.): *Interdisciplinary Management Research VIII*, Opatija, 905-932.
- 2011 Cleff, T., Sepúlveda, C. and Walter, N. (2011): How Global are Global Brands? An Empirical Brand Awareness and Image Analysis, in: *Journal of Euromarketing*, Vol. 20, No. 1&2, January-June 2011, 63-84. (ISSN 1049-6483)
- 2011 Cleff, T. (2011): *Deskriptive Statistik und moderne Datenanalyse. Eine computergestützte Einführung mit Excel, PASW (SPSS) und Stata*, 2nd revised and extended edition, Wiesbaden.
- 2011 Cleff, T. Rennings, K. (2011): Theoretical and Empirical Evidence of Timing-to-Market and Lead Market Strategies for Successful Environmental Innovation, Simon Fraser University Department of Economics Working Papers No. 11-01, June 2011 (ISSN 1183-1057).
<http://www.sfu.ca/econ-research/RePEc/sfu/sfudps/dp11-01.pdf>.
- 2011 Cleff, T., Grimpe, C., Rammer, C. (2011): Lead Markets in the European Textile Industry – Implications for European Innovation Policy, in: Bacher, U. et al. (eds.): *Interdisciplinary Management Research VII*, Osijek, 807-830 (ISBN: 978-953-253-096-4).
- 2011 Cleff, T., Naderer, G. und Volkert, J. (2011): Motive der Wirtschaftskriminalität, Ergebnisse einer quantitativen und qualitativen Studie, in: *Monatszeitschrift für Kriminologie und Strafrechtsreform (MschrKrim)*, Volume 94, Issue 1, February 2011, 4-16.
- 2010 Cleff, T., Wüst, K. (2010): Algorithm for an Efficient Material Requirements Planning of Consumable Supplies Results of an Empirical Analysis of German Supply Data, in: *Jordan Journal of Business Administration (JJBA)*, Vol. 6, No. 4, 581-598 (ISSN: 1815-8633).
- 2010 Buyer, D., Cleff, T. and Frank, D. (2010): Von Präferenzen zu Marktanteilen – Bestandsaufnahme zum Einsatz von Conjoint-Analysen zur Absatzprognose in der Marktforschungspraxis, in: *Planung & Analyse*, 4/2010, 45-49 (ISSN 0724-9632).
- 2010 Cleff, T. (2010): Internationale Märkte und Innovationen. Wie innovativ sind die Chemieunternehmen in Europa?, in: Baumann, W., Braukmann, U. und Matthes, W. (eds.): *Innovation und Internationalisierung. Festschrift für Norbert Koubek*, Wiesbaden 2010, (ISBN: 978-3-8349-1709-6), 261-282.
- 2010 Cleff, T., Fischer, L. and Walter, N. (2010): The Provincialism of Global Brands. An Empirical Analysis of Brand Equity Differences in Mexico and Germany, in: Barkovic, D., Runzheimer, B. (eds.): *Interdisciplinary Management Research VI*, Osijek (ISBN: 978-953-253-079-7), 776-800.
- 2010 Cleff, T., Fischer, L., Sepúlveda, C. and Walter, N. (2010): How Global are Global Brands? An Empirical Brand Equity Analysis, in: *Beiträge der Hochschule Pforzheim*, No. 136, Pforzheim (ISSN 0946-3755).
- 2009 Cleff, T., Grimpe, C., Rammer, C. (2009): Demand-oriented Innovation Strategy in the European Energy Production Sector, *The International Journal of Energy Sector Management*, Volume 3, Issue 2/2009 (ISSN: 1750-6220), 108-130.
- 2009 Cleff, T., Grimpe, C., Rammer, C. (2009): Customer-Driven Innovation in the Electrical, Optical and ICT Industry, in: Barkovic, D., Runzheimer, B. (eds.): *Interdisciplinary Management Research V*, Osijek (ISBN: 978-953-253-061-2), 651-682.
- 2009 Cleff, T., Luppold, L., Naderer, G. und Volkert, J. (2009): Wirtschaftskriminalität. Eine Analyse der Motivstrukturen, in: PriceWaterhouseCoopers (Hrsg): *Forensic Services*, Frankfurt/Main.
- 2008 Cleff, T., Wüst, K. (2008): Ansätze einer algorithmischen Anwendung quantitativer Verfahren zur effizienten Bedarfsprognose von Vorprodukten. Erste Ergebnisse einer empirischen Untersuchung, in: Barkovic, D., Runzheimer, B. (eds.): *New Approaches to Research in Management*, 29th Scientific Symposium in Osijek 15th – 17th, Osijek (ISBN: 978-953-253-060-5), 95-113.
- 2008 Cleff, T., Luppold, L., Naderer, G. und Volkert, J. (2008): Tätermotivation in der Wirtschaftskriminalität, in: *Beiträge der Hochschule Pforzheim* Nr. 128, Pforzheim (ISSN 0946-3755).

- 2008 Cleff, T., Grimpe, C., Rammer, C. (2008): Die Rolle des Kunden bei Innovationen in der europäischen Automobilindustrie. Ergebnisse einer industrieökonomischen Analyse, in: Zeitschrift für die gesamte Wertschöpfungskette Automobilwirtschaft (ZfAW), 11. Jahrgang, Heft 3/2008 (ISSN 1434-1808), 28-39.
- 2008 Cleff, T. (2008): French Oysters and German Cabbage – Demand- and Country-Specific Drivers and Barriers for Innovation in the European (EU-25) Food and Drink Industry, in: Barkovic, D., Runzheimer, B. (eds.): Interdisciplinary Management Research IV, Osijek, 389-426.
- 2008 Cleff, T. (2008): Deskriptive Statistik und moderne Datenanalyse. Eine computergestützte Einführung mit Excel, SPSS und Stata, Wiesbaden.
- 2007 Cleff, T., Grimpe, C., Rammer, C. (2007): The Role of Demand in Innovation - A Lead Market Analysis for High-tech Industries in the EU-25, ZEW Dokumentation Nr. 07-02 (ISSN 1611-681X), Mannheim.
- 2006 Cleff, T. (2006): Using International Trade Data for evaluating the Product Specific Competitiveness and Supplied Product Quality of Countries: A Successful Example of Applied Theory, in: Gadjah Mada International Journal of Business, Vol. 8, No. 2 (May-August 2006), 229-246.
- 2006 Cleff, T. (2006): Innovation durch Nachfrageimpulse: Lead Markt Deutschland, in: Büttner, T., Cleff, T. etc. (Hrsg.): Innovationsbarrieren und internationale Standortmobilität. Eine Studie im Auftrag der IG BCE, Chemieverbände Rheinland-Pfalz und der BASF AG, ZEW-Dokumentation Nr. 06-05 (ISSN 1611-681X), Mannheim, 20-63.
- 2006 Büttner, T., Cleff, T. etc. (eds.) (2006): Innovationsbarrieren und internationale Standortmobilität. Eine Studie im Auftrag der IG BCE, Chemieverbände Rheinland-Pfalz und der BASF AG, ZEW-Dokumentation Nr. 06-05 (ISSN 1611-681X), Mannheim.
- 2005 Cleff, T. (2005): A Country Selection Method for Global Sourcing, in: Barkovic, D., Runzheimer, B. (eds.): Interdisciplinary Management Research, Osijek, 262-279.
- 2005 Runzheimer, B., Cleff, T., Schäfer, W. (2005): Operations Research 1: Lineare Planungsrechnung und Netzplantechnik, 8. A., Wiesbaden. (ISBN: 3-409-30718-4)
- 2005 Cleff, T. et al. (2005): Innovation and Competitiveness, in: Heneric, O., Licht, G., Sofka, W. (eds.): Europe's Automotive Industry on the Move, Competitiveness in a Changing World, ZEW Economic Studies, Volume 32, Heidelberg, 103-155.
- 2005 Cleff, T., Heneric, O., Spielkamp, A.: Regulation and Industrial Policy, in: Heneric, O., Licht, G., Sofka, W. (eds.): Europe's Automotive Industry on the Move, Competitiveness in a Changing World, ZEW Economic Studies, Volume 32, Heidelberg 2005, 157-190.
- 2004 Beise, M., Cleff, T. (2004), Assessing the Lead Market Potential of Countries for Innovation Projects, *Journal of International Management*, Vol. 10, No. 4, 453-477. (<http://www.sciencedirect.com/science/journal/10754253>)
- 2004 Cleff, T. (2004): Innovation durch Nachfrageimpulse: Lead Markt Deutschland, in: ZEW und DIW: Innovationsbarrieren und internationale Standortmobilität, Mannheim, 21-69.
- 2004 Cleff, Thomas, Heneric, Oliver, Licht, Georg, Lutz, Stefan, Sofka, Wolfgang, Spielkamp, Alfred and Urban, Waltraud (2004): The European Automotive Industry: Competitiveness, Challenges, and Future Strategies(2004), in: European Commission, European Competitiveness Report 2004, Commission Staff Working Document SEC (2004) 1397, Chapter 4, p. 155-234, (Background study to the European Competitiveness Report).
- 2003 Beise, M., Cleff, T. (2003): Assessing the Lead Market Potential of Countries for Innovation Projects, Discussion Paper Series No. 142, Research Institute for Economics and Business Administration, Kobe University, September 2003. (<http://www.rieb.kobe-u.ac.jp/academic/ra/dp/English/dp142.pdf>)
- 2002 Beise, M., Cleff, T., Heneric, O., Rammer, C. (2002): Lead Market Deutschland. Zur Position Deutschlands als führender Absatzmarkt für Innovationen – Endbericht – ZEW-Dokumentation Nr. 02-02
- 2001 Cleff, T., Rudolph-Cleff, A. (2001): Innovation and Innovation Policy in the German Construction Sector, in: Manseau, A., Seaden, G. (eds.): Innovation in Construction. An International Review of Public Policies, London and New York, 201-234.
- 2000 Cleff, T., Rennings, K. (2000): Determinants of Environmental Product and Process Innovation - Evidence from the Mannheim Innovation Panel and a Follow-Up Telephone Survey, in: Hemmelskamp, J., Rennings, K., Leone, F. (eds.): Innovation-oriented Environment Regulation. Theoretical Approaches and Empirical

- Analysis, ZEW Economic Studies No. 10, Heidelberg, 331-347.
- 1999 Cleff, T., Rennings, K. (1999): Besonderheiten und Determinanten von Umweltinnovationen – Empirische Evidenz aus dem Mannheimer Innovationspanel und einer telefonischen Zusatzbefragung, in: Klemmer, P. (eds.): Innovation und Umwelt: Fallstudien zum Anpassungsverhalten in Wirtschaft und Gesellschaft (Innovative Wirkungen umweltpolitischer Instrumente Band 3), Berlin, 261-382.
- 1999 Cleff, T., Rennings, K. (1999): Besonderheiten und Determinanten von Umweltinnovationen – Empirische Evidenz aus dem Mannheimer Innovationspanel und einer telefonischen Zusatzbefragung, in: Klemmer, P., Lehr, U., Löbke, K. (eds.): Umweltinnovationen: Anreize und Hemmnisse (Innovative Wirkungen umweltpolitischer Instrumente Band 2), Berlin, 161-163.
- 1999 Cleff, T., Rennings, K. (1999): Determinants of Environmental Product and Process Innovation, in: European Environment, The Journal of European Environment Policy, Volume 9, Number 5 (September-October 1999), 191-201.
- 1999 Cleff, T., Rennings, K. (1999): Empirische Evidenz zu Besonderheiten und Determinanten von Umweltinnovationen, in: Rennings, K. (eds.): Innovation durch Umweltpolitik, ZEW-Wirtschaftsanalysen Band 36, P. 47-99, Baden-Baden.
- 1999 Cleff, T., Rennings, K. (1999): Determinants of environmental innovation - empirical evidence from the Mannheim Innovation Panel and a follow-up telephone survey, in: Klemmer, P. (eds.): Innovation and the Environment: Case Studies on the Adaptive Behavior in Society and the Economy, Vol. 6, Berlin, 315-335.
- 1998 Cleff, T., Hemmelskamp, J., Rennings, K. (1998): Nachhaltigkeit und Innovation. Der Einfluss politischer Rahmenbedingungen auf Innovationsverhalten, in: Unternehmensgrün (eds.): Märkte ohne Grenzen, München, 149-166.
- 1998 Cleff, T. (1998): Einflüsse auf umweltrelevantes Innovationsverhalten, Tagungsband des Kongresses "Wirtschaft trifft Wissenschaft - Messe und Kongress für Mittelstand und Handwerk am 8./9. Dezember 1998 in Stuttgart", Stuttgart, 146.
- 1997 Cleff, T. (1997): Industrielle Beziehungen im kulturellen Zusammenhang. Eine theoretische und empirische Untersuchung kultureller Einflüsse auf die Einstellung zu Regelungen Industrieller Beziehungen in Deutschland, Frankreich, Großbritannien, Italien, Schweden, Spanien, Türkei und den USA, in: Birk, R., Sadowski, D.(eds.): International vergleichende Schriften zur Personalökonomie und Arbeitspolitik, Band 7, München, Meringen.
- 1996 Cleff, T., Koubek, N., Pierotti, C. und Schafmeister, S. (1996): Unternehmensstrategien in der Triade. Internationalisierung und Wertkettenoptimierung am Beispiel der Chemischen Industrie, Baden-Baden.
- 1994 Cleff, T. (1994): Industrielle Beziehungen aus Sicht deutscher und französischer Arbeitnehmer, in: Industrielle Beziehungen, Zeitschrift für Arbeit, Organisation und Management Nr. 4/1994, 385-406.
- 1993 Cleff, T. (1993): Kultur als Determinante für Regelungen der Arbeitnehmermitsprache. Ein deutsch-französischer Vergleich, Arbeitspapiere des Fachbereichs Wirtschaftswissenschaft der BUGH Wuppertal Nr. 165, Wuppertal.

Public Press Publications

- 2018 Pflicht oder Kür: Wege zum BWL-Masterstudium, Frankfurter Allgemeine Zeitung (FAZ) 17./18. Februar 2018, S. 41.
- 1999 Cleff, T.: Umweltdiskussion bestimmt die Innovationen, in: IT.Services., Wirtschaftsmagazin für Management und EDV-Strategien, No. 1-2/99, P. 6.
- 1999 Cleff, T.: Über dem Durchschnitt, Maschinenmarkt (MM), No. 7-1999, 30.
- 1999 Cleff, T.: Deutschlands Maschinenbau: die Innovationsbranche Nr. 1, Maschinenmarkt (MM), No. 39-1999, 10.
- 1999 Cleff, T.: Wir brauchen mehr Innovationen, K-Zeitung: Kunststoff und Kautschuk, No. 16-1999, 1-2.
- 1999 Cleff, T., Niggemann, H.: Innovationen in der Metallindustrie, in: stahl und eisen, Zeitschrift für die Herstellung und Verarbeitung von Eisen und Stahl (ISSN 0340-4803), Nr. 10/1999, 103-106.
- 1998 Cleff, T.: Ernährungsindustrie zeigt Mut zur Innovation, Handelsblatt Montag den 17.8.98.

- 1998 Cleff, T.: Strategische Innovationsziele der Chemie, in: chemie produktion, 9/98, 6.
- 1998 Cleff, T.: Innovationen machen sich bezahlt, in: Echo Handelsjournal, Nr. 18/98.
- 1998 Cleff, T.: Wachstum durch neue Produkte, in: CheMangager, Nr. 9/98.
- 1998 Cleff, T.: Innovationshemmnisse in der Chemie, in: CheManager, Nr. 9/98.
- 1996 Cleff, T., Koubek, N., Pierotti, C. and Schafmeister, S.: Neuorientierung in der Chemischen Industrie, in: Die Umschau, Nr. 2/1996, 32-33.
- 1996 Cleff, T., Koubek, N., Pierotti, C. and Schafmeister, S.: Strategieviefalt, in: Die Mitbestimmung, Nr.4/1996, 32-34.
- 1998-1999 Cleff, T.: Report of the Innovativeness of different Industries.

Contribution to Conferences

- 2020 AACSB Peer Review Team Training at the AACSB Deans Conference 2020 in Nashville/USA (2nd of February 2020)
- 2018 Bonus Session: Accreditation Q&A at the AACSB Europe, Middle East, and Africa Annual Conference 2018 in Paris (30th of October 2018)
- 2016 From Eco Innovation to Lead Markets for Energy Efficient Appliances, Conference: New Developments in Eco-Innovation Research, Centre for European Economic Research (ZEW), Mannheim, 24th/25th of November 2016
- 2009 Customer-Driven Innovation in the Electrical, Optical and ICT Industry, 5th Interdisciplinary Management Research Conference in Porec (Croatia), 8-10 May 2009
- 2008 Ansätze einer algorithmischen Anwendung quantitative Verfahren zur Effizienten Bedarfsprognose von Vorprodukten. Erste Ergebnisse einer empirischen Untersuchung, 29th Scientific Symposium: New Approaches to European Research in Management, Osijek 15th – 17th of October 2008.
- 2008 „Zu guter Letzt“, Symposium „Mathematik zum Anfassen“ at Pforzheim University (8th of October 2008)
- 2004 Assessing the Lead Market Potential of Countries for Innovation, 11th International Product Development Management Conference, June 22-22, 2004 in Dublin
- 2000 A New Country Selection Method for Global Sourcing, 24th Annual Meeting of the „Gesellschaft für Klassifikation e.V.“, March 15-17, 2000 in Passau
- 2000 How to predict Lead Markets, ZEW-Wirtschaftsforum 2000, June 17, 2000 in Mannheim.
- 2000 Identification des Marchés d’approvisionnement compétitifs – Cas d’une entreprise de construction mécanique, BIPE, June 14, 2000, Paris.
- 1999 The Mannheim Innovation Panel: Innovation Activities and Innovation Strategies of German Industries, Workshop Innovations-Benchmarking at the VDMA, March 12, 1999 in Frankfurt
- 1999 Global Sourcing, ZEW-Wirtschaftsforum 1999, June 19, 1999 in Mannheim
- 1999 Innovation in the German Rubber and Plastic Industry, K-Congress, November 5, 1999.
- 1999 Innovation and Innovation Policy in the German Construction Sector, Third Meeting of the Steering Committee of the CIB Task Group 35 – Innovation Systems in Construction – November 18, 1999 in Paris
- 1999 Innovation in the German Construction Sector, Second Meeting of the Steering Committee of the CIB Task Group 35 – Innovation Systems in Construction – Mai 27, 1999 in Copenhagen.
- 1998 Innovation in the Chemical Industry, „Fachausschuss Forschungs- und Bildungspolitik des VCI“, Mai 27, 1998 in Frankfurt
- 1998 Innovation in the Automotive Industry, Executive Committee if the IG Metall, August 31, 1998 in Frankfurt
- 1998 Determinants of Environmental Product and Process Innovation, Annual Meeting of the “Verein für Socialpolitik 1998”, September 25, 1998 in Rostock (Chair of the Session)

1998 Determinants of Environmental Product and Process Innovation, Congress of craft professions, December 8-9, 1998 in Stuttgart

Reviewer

- Environmental Innovation and Societal Transitions (EIST)
- International Journal of Technology, Policy and Management (IJTPM)
- The European Journal of Innovation Management (EJIM)
- The Jordanian Journal of Business Administration (JJBA)

Research Interests

- Industry Studies
- Innovation Research
- White Collar Crime
- Quantitative Marketing Research
- Brand Research

Visiting Professorship

Jan.-Apr. 2014 France Business School – Campus Poitiers (bloc seminar "Quantitative Research Methods in Business and Marketing"; 30 contact hours)

Sept.-Dec. 2012 Ecole de Management ESCEM Tours-Poitiers (bloc seminar "Quantitative Research Methods in Business and Marketing"; 30 contact hours)

Sept.-Dec. 2011 Ecole de Management ESCEM Tours-Poitiers (bloc seminar "Quantitative Research Methods in Business and Marketing"; 30 contact hours)

Mai-Aug. 2011 Simon Fraser University (SFU) Vancouver, Canada (two seminars in "Marketing Research"; 120 contact hours during the whole summer term 2011)

Sept.-Dec. 2010 Ecole de Management ESCEM Tours-Poitiers (bloc seminar "Quantitative Research Methods in Business and Marketing"; 30 contact hours)

Aug. – Sept. 2006 Faculty of Economics and Business at Universitas Gadjah Mada (bloc seminar "Quantitative Marketing Research"; 30 contact hours)

April 2006 TEC de Monterrey (bloc seminar "Quantitative Marketing Research"; 30 contact hours)

Course Catalogue

Since 2000 Professor for Quantitative Methods in Business and Economics at the Pforzheim University. Courses taught (Bachelor and Master Level)

- Statistics (German Language)
- Operations Research/Quantitative Planning (German Language)
- Data Analysis / Data Analytics (German & English Language)
- Applied Quantitative Management Sciences (German & English Language)
- Quantitative Marketing Research (German & English Language)
- SPSS and STATA (German & English Language)
- Forecasting (German & English Language)

- Research Methods (English Language)

1997-2000 Courses in Production Management at the University Wuppertal

1993-1996 Courses in Business and in Management at the University Wuppertal

Chair/Advisory Boards/Editorials

Since 2015 Editorial Board: Pforzheimer Beiträge

Since 2014 Editorial Board: ECONVIEWS: Review of contemporary business, entrepreneurship and economic issues

Since 2014 Editorial and Advisory Board Member: Journal of Indonesian Economy and Business (JIEB); <http://jurnal.ugm.ac.id/jieb>

Since 2007 Referee for different Selection Committees of the German Academic Exchange Service (DAAD); since 2009 official member of the referee board

Since 2005 Member of the Editorial Advisory Board: The Jordanian Journal of Business Administration (JJBA)

1998-2001 Member of the Advisory Board for the EU-Project: ADAPT

1998 Chair at the Annual Meeting of the "Verein für Socialpolitik 1998", September 25, 1998 in Rostock

Awards

2007 First winner of the "Teaching Excellence Award" of the Business School at Pforzheim University

Mannheim, 20 July 2020



Thomas Cleff