

Research Activities

Research at ISM focuses on various areas of expertise. The institutes carry out cross-location research projects and expand and establish networks in scientific practice. The departments, to which all university lecturers are assigned according to their thematic expertise, pool specialist knowledge in the management areas in which ISM is active and represent an important interface between research and teaching. Here, the goal of acquiring third-party funding is to involve the professorial staff in transforming research expertise into ISM's degree programs and doctoral programs. These doctoral programs, in cooperation with international partner universities, enable university lecturers to carry out practical projects together with young researchers. In addition, ISM is active in completed and ongoing research projects and various application procedures in research networks such as the Master Plan Science of the City of Dortmund, the Cologne Chamber of Industry and Commerce, and the Entrepreneurs Club Cologne (ECC).

One of our key areas of expertise is entrepreneurship. The Entrepreneurship Institute@ISM carried out the "Entrepreneurship as a Service" (EaaS@ISM) project from 2021 to 2024 as part of the "EXIST-Potentiale" funding program. This four-year project established a noticeable and stimulating start-up culture at ISM and created suitable conditions for the emergence of innovative start-ups from the university.

In January 2025, the Dortmund Economic Development Agency, the Dortmund Chamber of Industry and Commerce, TU Dortmund University, Dortmund University of Applied Sciences and Arts, and ISM founded innoclub. innoclub is an exclusive network designed to strengthen innovation in Dortmund and the Westphalian Ruhr region. Here, medium-sized companies and corporations meet a curated selection of excellent start-ups to inspire each other and share experiences, knowledge, skills, and resources. To this end, corporate members on the one hand and start-up members on the other are accepted into the club. All important details about innoclub and the numerous events can be found here: <https://innoclub.net/>

Focus of research

In line with its focus on teaching and study, ISM's research and development projects concentrate on different areas of emphasis and transdisciplinary approaches. The focus is on the following research areas, among others:

- Digitalization and communication
- Marketing and communications research
- Sustainability and transformation
- Resource economy
- Industrial and organizational psychology
- Tourism
- Mobility and transport
- Financial and banking research

The **published ISM research reports** show this variety of topics in detail.