

Collaboration in European Research and Education

We offer

- Expertise in **Humanitarian Logistics** and Supply Chain Management
- A unique Research Platform – the House of Logistics and Mobility at Frankfurt International Airport

- A **Jean Monnet Chair** on European Integration exploring research based learning in European studies (The **European integration process** from a multinational and intercultural perspective)

- An **on-line Erasmus academy** (www.practical-preparation.de) as a testbed for research and development on training of European Life-Long-Learning **Key Competences (intercultural, entrepreneurship and civic competence)**, including on-line coaching for participants of the Erasmus for young entrepreneurs programme

We seek

- Postdoctoral fellows within within the **Marie Skłodowska Curie fellowship programme** in the field of humanitarian logistics and supply chain management with research background in humanitarian logistics, disaster management or disaster resilienc: tiny.cc/unifulda

- Research collaboration opportunities in **H2020-DRS-2015 (Disaster Resilience)**, **H2020-YOUNG-SOCIETY-2015**, **H2020-REFLECTIVE-SOCIETY-2015**

- To extend our OPEN-EYE consortium (**Erasmus for young entrepreneurs**): www.open-eye.net

- To develop **strategic partnerships within Erasmus+**

Hochschule Fulda
University of Applied Sciences

Fulda, Germany

Research Centers currently participating in European programmes:

House of Logistics and Mobility (HOLM)
www.frankfurt-holm.de

Center for Intercultural and European Studies (CiNTEUS)
tiny.cc/cinteus

Hochschule Fulda
University of Applied Sciences



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Early Childhood Education and Care – Professionalisation and Managing Diversity

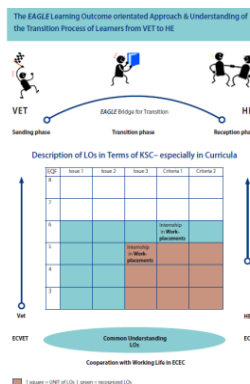
Expertise

Intercultural pedagogy/intercultural learning/managing diversity in ECEC;
 Development of strategies for municipalities to accept refugees – Guidance and Counselling;
 Language acquisition and promotion in ECEC;
 Qualitative and quantitative research in ECEC;
 Managing Lifelong Learning and European projects;
 International networking in the field of Early Childhood Education (ECE)

Lifelong Learning Projects funded by the EACEA



Professionalisation via
Transparency & Recognition



Goals:

facilitate transfer from Vocational Education and Training (VET) to Higher Education (HE);
 raise quality in Early Childhood Education and Care (ECEC)

Results:

Toolkit with information and best practise about the transition phase (<http://www.eagle-ecec.eu/toolkit/>)

University of Applied Sciences Munich

Selection of existing partnerships:

Universities: Arcada University of Applied Sciences, Coleg Gwent, University of Bologna, University of Gothenburg, University of Jyväskylä, University of South Wales;
 VET centres across Europe;
 Ministries across Europe;
 Child day care centres across Europe;
 BayFOR; BIBB; NA-BIBB;
 Deutsches Jugendinstitut;
 IBE Poland



Contact Details

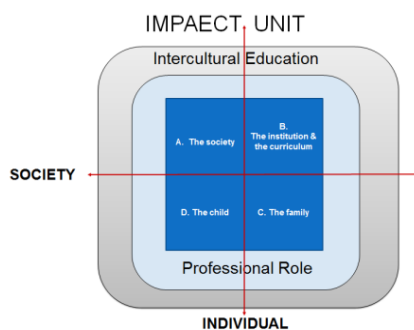
Prof. Dr. Claudia M. Ueffing

Department of Applied Social Sciences

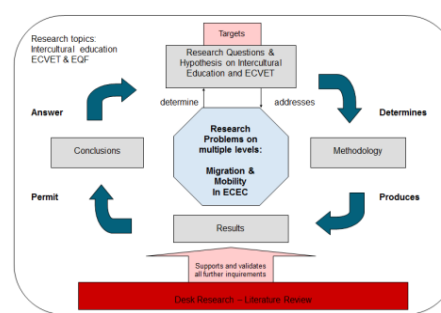
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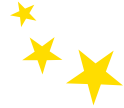
Email: claudia.ueffing@hm.edu

http://w3so-n.hm.edu/die_fakultaet/personen/professoren/ueffing/index.de.html



Intercultural Education –
Managing Migration
in ECEC





How Independent Game Developers Conceive of and Integrate Marketing: An Empirical Study

Background:

Small and medium-sized firms are important players in the European video game development industry. To market and sell their software, such firms traditionally depended on arrangements with publishers who had access to retail and held professional marketing expertise and resources.

The rise of new technologies (like mobile platforms and web-based gaming) now presents small developers with opportunities to reduce their dependence on publishers. The question which then arises is whether the way developers conceive of and integrate marketing considerations into their product development process is evolving to the point where they can actually capitalise on these new opportunities.

Research Questions:

- How do small game development firms conceive of and integrate marketing considerations in the context of product design and creation? Is it possible to identify typical patterns in their conceptions and are such patterns associated with different degrees of commercial success?
- How are small game development firms' marketing conceptions evolving under the influence of new opportunities, such as those presented by mobile technologies and web-based media?
- Can we develop a normative framework or road map that would help small game development firms to create and sell successful products without (solely) relying on publishers?

It would be ideal if the project could embody a European perspective. The methodologies to be used include desk research (for a review of relevant literature), comparative case studies and, if it is possible to generate a sufficient sample, a quantitative survey.

The initiator of this project has many years of experience in the European games industry, among others as Director of European Market Analysis and Research for Nintendo of Europe GmbH.

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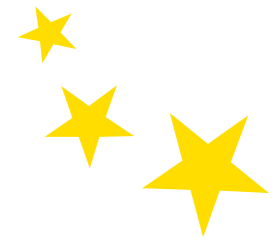
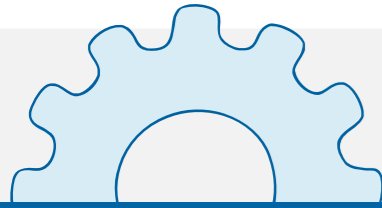


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Insurance enabling Innovation („Inabling“)

Insurance can enable innovation and generate growth in addition to providing security at individual or company level. Such an enhanced role in the economy for the insurance sector depends highly on regulatory conditions.

We are experts in risk management and insurance, especially of the new European insurance supervisory regime (“Solvency II”), which will start in 2016. The new regulation will result in more risk-based capital requirements. However, it is key to understand the effects of the solvency calculations to assess the role of insurers to enable innovation.

We are looking for **industry partners** (within or outside the insurance industry) to tackle issues of risk mitigation via insurance to smooth marketability of innovative products or technologies.

Our approach would be **interdisciplinary**: legal, mathematical and economic aspects would be treated holistically.



Source: www.gdv.de

Research questions:

- Which risks of innovative products or new production technologies can be insured?
- What are legal constraints in insuring risks?
- How does new insurance business fit into the regulatory environment?
- Which data is needed to price insurance cover correctly?

Would you like to add your expertise in technology?

If you have any questions do not hesitate to contact us!

University of applied sciences and arts Coburg

Coburg (Bavaria), Germany

Insurance management, risk management, regulation, Solvency II, investment, innovation

Partnerships: DVfVW. Forum V (regional network of insurance companies and insurance research institutions, including Friedrich-Alexander-University (Nürnberg))



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