ANNUAL REPORT

Academic Year 2016-2017

Submitted to the Agency for Quality Assurance and Accreditation Austria

Contents

CONTENTS **2**

1. THE UNIVERSITY'S DEVELOPMENT 3
2. STUDENTS AND FACULTY 3
   2.1. Study Programs *3*
      MODUL University's Foundation Program 5
      Figures of the Study Programs 6
      Student Exchanges 7
      Allocation of Scholarships 8
   2.2. Academic Staff *9*
      Functions, Teaching Load and Work Time of the Academic Core Staff 11
      External Lecturers: Contracted Hours, Qualifications 15
      Documentation of the Selection and Promotion Procedures 17
      Measures to Promote Young Researchers and Human Resource Development 17
3. FINANCES AND RESOURCES 18
4. RESEARCH 18
   4.1. MODUL University's Research Profile *18*
      Research at the Department of Applied Statistics and Economics 18
      Research at the Department of International Management 19
      Research at the Department of New Media Technology 20
      Research at the Department of Public Governance and Sustainable Development 21
      Research at the Department of Tourism and Service Management 22
   4.2. Research: Facts and Figures *26*
   4.3. Awards and Conferences *27*
   4.4. Research Projects 2016 2017: *31*
   4.5. Other Services to Academia *34*
   4.6. Publications *35*
   4.7. Library *36*
5. ACADEMIC CO-OPERATIONS WITH UNIVERSITIES 37
   5.1. Co-operations with Networks and Associations *39*
   5.2. Collaboration with Professional Environment and Relevant Social Players *39*
6. QUALITY MANAGEMENT 41
   6.1. Organization and Instruments of Quality Management *41*
   6.2. Evaluations *41*
   6.3. Collaboration of Student Representatives in Committees *51*

ANNEX I **52**

ANNEX II **55**

ANNEX III **62**

ANNEX IV **90**

1. The University's Development

The academic year 2016/2017 was again a challenging year for MODUL University Vienna. It saw the start of the MSc in Management program and the accreditation of and the start of the programs at its Dubai Global Campus. MODUL University Vienna also took care to develop processes and procedures for reviewing and fostering the quality management structures in Dubai and at home. One outcome is the first Quality Management Report of this Global Campus. While the report on hand focuses on general developments and those at the home institution in Vienna, the report on Dubai is attached as Annex III.

Also the accreditation process for the second Global Campus project in a co-operation in Nanjing, China, was finalized during this period. New ways of international co-operation and know-how export have been probed by the project of offering non-degree courses that train tourism trainers in co-operation with the Tianjing Vocational Institute. This project is still in the making.

But also the already existing programs were slightly adapted to face new challenges, to sharpen the programs profile and to benefit from synergy effects. A possibility of bundling several enrichment courses in thematic specializations has been introduced.

In the internal structure of the university, some structures were streamlined, a merger of two smaller departments (Department of Applied and Economics and the Department of Sustainable Development, Management and Policy) has been prepared, but only took effect after the report period.

In sum, it has been a year focused on creating basic structures and processes for the university's international endeavors and on fine-tuning the existing programs and structures at the home campus.

2. Students and Faculty

2.1. Study Programs

MODUL University Vienna offered in the academic year 2016/2017 in Vienna eight study programs – a BBA in Tourism and Hospitality Management, a BBA in Tourism, Hotel Management and Operations, a BSc in International Management, a MBA program for professionals, a MSc in International Tourism Management, a MSc in Sustainable Development, Management and Policy, a MSc in Management and a PhD in Business and Socioeconomic Sciences. The basic information on these programs can be found in the following table.

Name	Degree	ECTS	Min. duration	Tuition fee
Bachelor of Business Administration in Tourism and Hospitality Management	BBA	180	3 years	€ 12.333 p.a. (€ 37.000 total)
Bachelor of Business Administration in Tourism, Hotel Mgt. and Operations	BBA	240	4 years	€ 13.000 p.a. (€ 52.000 total)
Bachelor of Science in International Management	BSc	180	3 years	€ 12.333 p.a. (€ 37.000 total)
Master of Business Administration (MBA)	MBA	90	1,5 years	€ 12.500 p.a. € 25.000 total
Master of Science in International Tourism Management	MSc	120	2 years/3 years*	€ 12.000 p.a. (€ 24.000 total)
Master of Science in Sustainable Development, Management and Policy	MSc	120	2 years/3 years*	€ 12.000 p.a. (€ 24.000 total)
Master of Science in Management	MSc	120	2 years/3 years*	€ 12.000 p.a. (€ 24.000 total)
Doctor of Philosophy in Business and Socioeconomic Sciences	PhD	240	4 years	€ 45.000 total

*part-time option

The above mentioned sharpening of the undergraduate program's profile made some minor changes in the curricula necessary, as well as some small adaptations in other programs. They consisted only in small changes of course titles and adjustments in the weighting of the ECTS points. The current curricula can be found at http://www.modul.ac.at/student-life/student-services/academic-services/rules-and-regulations/.

At the Campus Dubai, the following programs were offered:

Name	Degree	ECTS	Min. duration	Tuition fee
Bachelor of Business Administration in Tourism and Hospitality Management	BBA	180	3 years	U$ 42.000
Bachelor of Science in International Management	BSc	180	3 years	U$ 44.000
Master of Business Administration (MBA)	MBA	90	1,5 years	U$ 26.500
Master of Science in Sustainable Development, Management and Policy	MSc	120	2 years/3 years*	U$ 22.500

MODUL University's Foundation Program

In addition to the accredited study programs which lead to academic titles, MODUL University also introduced its Foundation Program, a preparatory course for undergraduate students, who do not yet fully fulfill the university's requirements or who need more time to get acquainted to their new study environment. The Foundation Program provides students with the essential preparation for a smooth transition into any of MU's bachelor programs. Students will achieve a level of proficiency in English and Mathematics in accordance to the university regulations and will also be exposed to key aspects in Business Administration, Geography and Economics. They will not only gain a theoretical education, but also have the necessary support for getting settled in Vienna and adapting to life in Austria and its culture. Upon successful completion of the foundation program and a final exam, students may directly enter the bachelor program of their choice at MODUL University Vienna. A similar program has been launched as well at the Campus in Dubai.

Course Overview:

- English: 16 h/week
- Mathematics: 6 h/week
- Business Administration: 6 h/week
- Geography and Economics: 6 h/week
- German courses are offered to all students on a voluntary basis.

Program Facts

- Duration: One full-time semester (September - January or February - June)
- Language: English
- Tuition Fee: € 5.900

Figures of the Study Programs

	BBA THM	BBA THO	BSc IM	MSc ITM	MSc SDMP	MSc MGT	MBA	PhD	**Total**	**Change to last year**
Students*	181	112	169	24	8	16	66	13	**589**	**-20**
Female students' rate	68,0%	71,4%	44,4%	79,2%	37,5%	75,0%	56,1%	46,2%	**60,3%**	**+0,9%**
New Students 2016/2017	40	33	58	6	4	16	13	3	**173**	**-14**
Students per faculty**	9,0	5,6	8,4	1,2	0,4	0,8	3,3	0,6	**29,4**	**+12,9**
International students' rate***	71,8%	67,9%	63,3%	83.3%	62,5%	75,0	74,2%	84,6%	**69,6%**	**+0,8%**
Graduates	62	13	43	7	1	0	7	1	**134**	**+21**
Female graduates' rate	61,3%	76,9%	53,5	87,5%	100%	n.a.	85,7%	0,0%	**62,7%**	**+5,2%**
Average duration of studies at MU**** (graduates, semester)	7,6	7,0	6,0	4,3	4,8	n.a.	11,6	7,9	**7,7**	**+1,3**
Withdrawal Rate****	1,7%	1,8%	2,4%	8,3%	0,0%	6,3%	0,0%	7,7%	**2,2**	**-1,1%**
Percentage of students expelled******	3,3%	1,8%	7,1%	8,3%	12,5%	0,0%	13,6%	0,0%	**5,4%**	**+2,0%**

*This figure includes all students that have been enrolled at some point from 9/1/2016 to 8/31/2017.

** Counted are all Full, Assoc. and Assistant Professors.

***Counted are all students at MODUL University Vienna with a non-Austrian citizenship. Details on the outgoing students and their destinations can be seen in the next table.

**** Does not include the duration of studies at previous universities or programs

***** Rate of students who left the university of their own accord without graduating, in relation to total students.

****** Rate of students expelled by the university, in relation to total students.

Student Exchanges

Fall 2016	INCOMING	OUTGOING
Cologne Business School, Germany	2	0
Instituto Superior de Administração e Gestão, PT	1	0
NHTV Breda, The Netherlands	1	0
San Francisco State University, USA	3	1
Taylors University, Malaysia	1	0
Temple University, USA	1	0
Universidad Anahuac Mayab, Mexico	2	0
University of La Rochelle, France	2	0
University of Central Florida, USA	0	1
University of Surrey, UK	2	1
Total Fall 2016	15	3

Spring 2017	INCOMING	OUTGOING
Hong Kong Polytechnic University, China	2	1
San Francisco State University, USA	1	0
Taylors University, Malaysia	3	0
Temple University, USA	2	0
Universidad Anahuac Mayab, Mexico	1	0
University of Barcelona, Spain	1	2
University of Central Florida, USA	4	1
University of Florida, USA	1	0
University of Surrey, UK	0	2
Total Spring 2017	15	6
Total 2016/2017	**30**	**9**

Allocation of Scholarships

In the report period, the following scholarships, grants and reductions were awarded:

2016/2017	Amount	Number	Total
Early Bird Discount	€ 1.000	83	€ 83.000
WKW Grant Undergraduate Small	€ 6.000	35	€ 210.000
WKW Grant Undergraduate Medium	€ 9.000	10	€ 90.000
WKW Grant Undergraduate High	€ 14.000	2	€ 28.000
WKW Grant MSc	€ 5.000	2	€ 10.000
Core Partner Premium Reduction	€ 5.000	1	€ 5.000
Business/Tourism School Reduction	€ 2.500	5	€ 12.500
Undergraduate Alumni Grant	€ 4.000	4	€ 16.000
Sibling Reduction	€ 5.000	3	€ 15.000
Dean's List Merit Grant	€ 18.000	3	€ 54.000
MSc Starter Reduction	€ 5.000	11	€ 55.000
MSc Alumni Grant	€ 2.000	5	€ 10.000
MSc Valedictorian Grant	€ 24.000	1	€ 24.000
MSc High Potential Grant	€ 1.000	1	€ 1.000
Industry Partner Reduction Small	€ 4.000	1	€ 4.000
Industry Partner Reduction Normal	€ 5.000	1	€ 5.000
Industry Partner Full MBA Scholarship	€ 25.000	5	€ 125.000
	Total 2016/2017		**€ 747.500**

2.2. Academic Staff

According to the university's development plan, there are the following categories for academic staff:

	Teaching Responsibility[1]	Basic Research	Transfer Services[2]	Administration and Sustainable Development[3]
Faculty[4]				
Full Professor (FProf) (Post-Doc, habilitated or equivalently qualified academic employee)	30% 10 WSHY	40%	10%	20%
Associate Professor (AssocProf) (Post-Doc, habilitated or equivalently qualified academic employee)	30% 10 WSHY	40%	10%	20%
Assistant Professor (AssProf) (Post-Doc, non-habilitated academic employee, basic and applied research)	30% 10 WSHY	50%	10%	10%
Senior Lecturer (SL) (Post-Doc, non-habilitated academic employee, applied research)	60% 20 WSHY	0%	10%	30%
Researcher and Lecturer (RL) (Pre-Doc currently studying)	25% 2/6 WSHY (1st/2nd year)	50%	0%	25%
Lecturer (L) (Post- or Pre-Doc)	50-100%	0%	0-50%	0-50%
Other Academic Employees[4]				
Researcher (R) (Post- or Pre-Doc without teaching obligations)	0%	0-100%	0 -100%	0%
Scholarship Students[5]				
PhD Student (PhDS) (e.g. scholarship in collaboration with the industry)	15% 2 WSHY (2nd year) 4 WSHY (as of 3rd year)	85%	0%	0%
Graduate Assistantship Student (GAS) (studying at MU's MSc study programs)	0-10 hours/week			

[1] WSHY = Weekly semester hours per year; approximate percentage of total hours of employment; the percentage of teaching responsibilities includes preparation time for classes.
[2] including time for applied (industry) research.
[3] Tasks that are considered a contribution to sustainable development are, for instance, the participation in the Sustainability Committee, or the involvement in projects approved by the Sustainability Committee (e.g. creating a life cycle assessment for the university, implementing sustainable improvements in the university's food and beverage concept).
[4] Responsibilities defined in the labor contract.
[5] Responsibilities defined in the study contract.

Broken down on departments, the academic staff of MODUL University Vienna during the report period included:

	TSM	IM	PGSD	NMT	ASE	**Total**
Full Profs.:	6	1	1	1	1	**10**
Assoc. Profs.:	1	0	3	0	0	**4**
Ass. Profs.:	2	1	0	2	1	**6**
Senior Lecturer	2	0	0	0	0	**2**
Researchers/Lecturer	5	0	1	0	0	**6**
Lecturer	2	0	0	0	0	**1**
Researcher	0	0	1	12	0	**13**
Total	**18**	**2**	**6**	**15**	**2**	**43**

Functions, Teaching Load and Work Time of the Academic Core Staff

No.	Surname	Name	Acad. Degree	Function	Department	Actual Teaching Load 2016/2017**	Work Time
1	Antonschmidt	Hannes	MA	Researcher/Lecturer	TSM	5,0 h	40 h
2	Aubke	Florian	Dr.	Assistant Prof., Senior Lecturer, Dean*	TSM	10,5 h	40 h
3	Brasoveanu	Adrian	MSc	Researcher	NMT		30 h
4	Bressan*	Silvia	Dr.	Assistant Prof.	IM	6,0 h	40 h
5	Ceddia	Graziano	PhD	Associate Prof.	PGSD	6,0 h	40 h
6	Christopoulos	Dimitris	PhD	Associate Prof., Dean*	PGSD	10,0 h	40 h
7	Coronel	Rod Michael	BSc	Researcher	NMT		40 h
8	Dickinger	Astrid	Dr. habil.	Full Prof., Dean*	TSM	5,5 h	40 h
9	El Sharkawi*	Hani	MA	Lecturer	TSM	6,0 h	40 h
10	Fischer*	Reinhard	Dipl. Ing.	Researcher	NMT		32 h
11	Fischer*	Fabian	MSc	Researcher	NMT		20 h
12	Föls	Michael	Mag., MSc	Researcher	NMT		40 h
13	Förster	Geraldine	MBA	Lecturer	TSM	9,0 h	40 h
14	Gerrand	Lucas Timothy	BSc	Researcher	NMT		35 h
15	Gindl*	Stefan	Dr.	Researcher	NMT	7,5 h	40 h
16	Goldstein*	Harvey	PhD	Full Professor, Vice President	PGSD		40 h
17	Gunter	Ulrich	Dr.	Assistant Prof.	TSM	13,0 h	40 h
18	Hibbert	Simon	MBA	Researcher/Lecturer	TSM	27,0 h	20 h
19	Hochmayr*	Manuel	BSc	Researcher	NMT		32 h
20	Hubmann-Haidvogel	Alexander	MSc	Researcher	NMT		8 h

No.	Surname	Name	Acad. Degree	Function	Department	Actual Teaching Load 2016/2017**	Work Time
21	Lalicic	Lidija	PhD***	Researcher/Lecturer	TSM	14,0 h	40 h
22	Lammarsch*	Tim	PhD	Assistant Prof.	NMT	3,0 h	40 h
23	Leonard	David	MSc	Researcher/Lecturer	PGSD	8,9 h	40 h
24	Leung	Daniel	M. Phil.	Researcher/Lecturer	TSM	8,0 h	40 h
25	Lund-Durlacher*	Dagmar	Dr.	Full Professor, Department Head	TSM	8,0 h	40 h
26	Mazanec	Josef	Dr. habil.	Full Professor	TSM	6,0 h	4 h
27	Nixon	Lyndon	PhD	Assistant Prof.	NMT	15,0 h	35 h
28	Önder-Neuhofer	Irem	PhD	Associate Prof.	TSM	11,0 h	40 h
29	Ponocny	Ivo	Dr. habil.	Full Prof., Department Head, Dean***	ASE	9,3 h	40 h
30	Schäfer	Tobi	Dipl. Red. (FH)	Researcher	NMT		40 h
31	Scharl	Arno	DDr.	Full Professor, Department Head	NMT	3,3 h	40 h
32	Sedlacek	Sabine	Dr.	Associate Prof., Vice-President, Department Head	PGSD	9,5 h	40 h
33	Smeral	Egon	Dr. habil.	Full Prof.	TSM	4,0 h	20 h
34	Tomej	Kristof	MSc	Researcher/Lecturer	TSM	6,0 h	40 h
35	Trattner*	Christoph	Dr.	Assistant Prof.	TSM	5,5 h	40 h
36	Treiblmaier	Horst	Dr.	Full Prof., Department Head***	IM	13,0 h	40 h
37	Vakulenko*	Svitlana	MSc	Researcher	NMT		20 h
38	Weismayer	Christian	Dr.	Assistant Prof.	ASE	12,5 h	35 h

No.	Surname	Name	Acad. Degree	Function	Department	Actual Teaching Load 2016/2017**	Work Time
39	Wöber	Karl	Dr. habil.	Full Professor	TSM	4,0 h	40 h
40	Zekan	Bozana	PhD	Assistant Prof., Senior Lecturer	TSM	20,0 h	40 h
41	Zepharovic	Elena	MSc.	Researcher	PGSD		40 h
42	Zins*	Andreas	Dr. habil.	Full Professor	TSM	5,5 h	17 h
43	Zhu*	Shu	MA	Researcher	NMT		40 h
					Total:	**272,0 h**	

*partly on maternity leave/not employed during the whole report period, left university or started during the period

** incl. supervision of theses.

*** promoted/elected during report period

MODUL University is also proud to keep academic ties with its adjunct faculty, scholars who studies at MODUL or worked here.

Adjunct Professors:
Daniel Fesenmaier (University of Florida)
Markus Scholz (FH-Wien)
Andreas Zins (MODUL School of Tourism and Hospitality Management Nanjing)

Adjunct Assistant Professors:
Xavier Matteucci

Research Associates:
Ulrike Bauernfeind
Valeria Croce
Clemens Költringer
Tina Tiller
Karin Wegenstein

External Lecturers: Contracted Hours, Qualifications

In 2016/2017, the following external lecturers taught at MODUL University Vienna:

No.	Name	Surname	Title/Function	Program	Teaching h
1	Ulrike	Bechtold	Dr.	MSc	1,0
2	Walter	Brugger	Dr.	UG	11,0
3	Michael	Corteletti	MA	UG	3,0
4	Laura	De Guiseppe	Mag.	UG	4,0
5	Stefan	Dressler	Mag.	UG	3,0
6	Cind	Du Bois	Prof.	MBA	3,0
7	Christine	Egger	Dipl. Päd.	UG	5,33
8	Sebastian	Ferrari	MSc	UG	4,0
9	Katrin	Forgo	PhD	MBA	1,5
10	Paul Martin	Frentz	Dr.	MBA	1,5
11	Gottfried	Gansterer	Dipl. Päd.	UG	5,33
12	Stephan	Gasser	Dr.	UG	10,0
13	Jürgen	Gnoth	Dr.	MBA	1,5
14	Brigitte	Gruber	MBA	UG	2,0
15	Christoph	Haimberger	Dr.	MBA	0,7
16	Barbara	Hammerschmid-Kovar	Dipl. BW MBA	UG	10,0
17	Brian	Hutchinson	BCL LLM DAL	MBA	1,5
18	Eva Aileen	Jungwirth-Edelmann	MA	UG	10,0
19	Margit	Kastner	Dr.	UG	3,0
20	Karl	Knezourek	Dr.	MBA	11,0
21	Helga	Kromp-Kolb	Prof.	MBA	1,5
22	Mithat	Külür	M. Phil.	UG	4,0
23	Andreas	Latzenhofer	Dipl. Päd.	UG	12,0
24	Martin	Lohmann	Prof.	MBA	1,5
25	Maria	Lord	MA	UG	13,0
26	Martina	Maly-Gärtner	Mag.	MBA	1,5
27	Xavier	Matteucci	Dr.	UG	12,0
28	Jacek	Mironski	Prof.	MBA	1,5
29	Manfred	Moormann	Dipl. Ing.	MBA	1,5
30	Alexis	Papathanassis	Prof.	UG	2,0
31	Wolfgang	Pfarl	Dkfm.	MBA	0,7
32	Roland	Pfister	Dr.	MBA	1,5
33	Michael	Popp	Mag.	MBA	1,5
34	Elisabeth	Ponocny-Seliger	Dr.	UG	1,0
35	Laszlo	Puczko	Dr.	MBA	1,5
36	Christian	Rammel	MSc.	MSc	1,0
37	Greame	Rankine	Prof.	MBA	1,5

No.	Name	Surname	Title/Function	Program	Teaching h
38	Christian	Reiner	Dr.	UG	6,0
39	Johannes	Sääf	Dr.	UG	3,0
40	Marta	Sabou	Dr.	MBA	1,5
41	Sascha	Sardavar	PD, Dr.	UG	3,0
42	Bernd	Schuh	Mag.	MBA	1,5
43	A. J.	Singh	Prof.	MBA	1,5
44	David	Sluss	Dr.	MBA	1,5
45	Melanie	Smith	Dr.	UG	2,0
46	Marc	Stierand	Dr.	UG	2,0
47	Petra	Stolba	Dr.	UG	8,0
48	Miguel	Suarez	MSc, MBA	UG	6,0
49	Shannon	Tufts	Prof.	MBA	1,5
50	Hendrik	von Arnold	Director, Stockholm Convention Bureau	UG	2,0
51	Christian	Walter	Mag.	UG	10,0
52	Ken	Woodward	MA	UG	5,3
53	Georg	Zihr	Dr.	UG	4,0
				Total	**213,5**

The ratio of internal and external teachers is displayed in the next table:

	Undergraduate Programs	MSc Programs	MBA Program	PhD Program	**MU Total**
h total	368,5	53,0	48,0	16,0	**485,5**
h internal	192,5	47,0	16,5	16,0	**272,0**
h external	176,0	6,0	31,5	0	**213,5**
Internal ratio	**52,2%**	**88,6%**	**34,4%**	**100%**	**56,0%**

As in previous years, the only program hat does not reach the mark of 50% of internal teaching is the MBA program, as this program requires input from professionals. For the other programs and for the university in total, the mark is reached easily.

Documentation of the Selection and Promotion Procedures

Two promotion processes took place during the report period, with the result of promoting the Assoc. Professor Ivo Ponocny to a Full Professor, and the Assistant Professor Ulrich Gunter to Associate Professor. The respective committees leading this procedures were elected by the Senate in its sessions on January 16 2017 (Ponocny) and April 24 2017 (Gunter). Both processes ended successfully for the applicants.

Another promotion committee was elected in the session on October 17, as the Associate Professor Graziano Ceddia applied for promotion to Full Professor. As he received an offer from another university and left MODUL University Vienna, Prof. Ceddia withdrew his application.

During the report period, only one search process for an Assistant Professor in Finance was completed, with the result of appointing Karl Weinmayer for this position, who started in spring 2018 at MODUL University Vienna.

The reports on the completed procedures can be found in Appendix II.

Measures to Promote Young Researchers and Human Resource Development

During the report period, MODUL University offered **six positions for young researchers and lecturers**, giving them not only the possibility to focus on their doctoral thesis, but also including them in the scientific community, encouraging them to visit **international congresses** and to take part in **research projects**. Also, thirteen young researchers were included in the scientific community at MODUL University as **researchers** on projects.

To help each faculty member to clarify its scientific and professional objectives and to structure its research, as well as to monitor the development and the progress of the faculty as a whole, every year each faculty member's **Faculty Professional Development Objectives Plan** is discussed with the respective dean.

The topics discussed in this interview are outlined in Annex I.

As special measurements to promote young researchers, regulations concerning **premiums for publications** in peer-reviewed journals should be mentioned. This way, MODUL University incites young researchers to publish their findings in renowned journals. The premium for a-rated journal amounts to € 1,000, the premium for b-rated journals to € 500.

In order to also promote the teaching quality, MODUL University Vienna started to award each semester a "**Certificate of Excellence for Outstanding Teaching Performance**" to lecturers who distinguished themselves in this field.

Since spring 2015, MODUL University Vienna also publishes its "**Working Papers Series**" (http://www.modul.ac.at/research/publications/working-paper-series/), which helps young (and senior) researchers to get feedback to their papers before submitting them. This platform will also help to make MODUL University's research effort more visible.

3. Finances and Resources

In order to improve transparency, and in view towards quality management in the administration, the annual accounts are being checked by an auditor. As the final result is not ready by the deadline for this report, provisional information on the financial development in the report period can be found in the Annex IV. If desired, the full report will be delivered in addition.

4. Research

4.1. MODUL University's Research Profile

Research at MODUL University Vienna is shaped by the specialization of its academic departments and their faculty, including basic as well as applied research. With its specializations in tourism, sustainable development, new media technology, international management, public governance, and methods, the institution has become well-known as a competent research partner for national and international research projects within the first ten years of its existence. The academic departments offer a broad variety of research in their respective fields of expertise which will be presented in the following in more detail.

Research at the Department of Applied Statistics and Economics

The Department for Applied Statistics and Economics was founded in 2011 and now consists of three persons. Its main research activities refer to analysis and assessment of quality of life, in particular the MODUL Study of Living Conditions and a well-being survey module conducted by Statistics Austria. Further research relates to machine-driven semantic analysis and international skills comparisons such as PISA and PIAAC. Many of these scientific activities are carried out in cooperation with Statistics Austria, other universities, and federal ministries.

The measurement of living conditions and quality of life

In close connection to the international developments regarding social structural indicators, MODUL University Vienna is engaged in fundamental research about the assessment of living conditions, quality of life and subjective well-being. Driven by the report of the Stigliz-Sen-Fitoussi commission, the OECD

and the EU are working on amendments to the system of social indicators, going far beyond merely economically oriented variables such as GDP or monthly income. However, severe measurement problems raise questions about the validity of many of the proposed indicators (such as subjective ratings of life satisfaction). Therefore, various kinds of measurement approaches are tested and compared on a large-scale basis, including particularly interviewing and survey approaches.

Research at the Department of International Management

The Department of International Management at MU Vienna conducts cross-disciplinary research on managerial questions. New department members are currently being hired in the fields of Entrepreneurship / Innovation and Finance in order to complement the existing research and teaching skills. It is the goal of the Department to develop students' academic, professional, and personal skills and to prepare them for leadership positions in diverse areas including consulting, marketing, human resources and financial management. Furthermore, the department builds international research connections with universities worldwide and relationships with the Austrian industry to foster research that is both rigorous and relevant.

Gamification as a Means to Improve Learning and Education

Gamification is the use of game elements in non-game contexts. It is a concept which is increasingly gaining popularity in a variety of fields. Previous research has shown that the inclusion of gamification elements can not only enhance individuals' motivation, but also leads to long-lasting learning effects. This pertains to all levels ranging from pre-school to adult education. On a university level, gamification has the potential to improve students' overall learning experience. The Department Head, Horst Treiblmaier is working on several gamification research projects together with colleagues from Hong Kong University, Harvard University and McMaster University.

The Physical Internet: A Supply Chain Concept for Seamless and Efficient Routing of Goods

The Physical Internet denotes the idea to route goods in the physical world similar to data packages on the digital Internet. Initially used as a metaphor, it has gained significant attention in recent years and an academic community has evolved around the concept. On a practical level it was used by the European Technology Platform ALICE (a think tank to advise the European Commission regarding the funding of logistics projects in H2020) to create concepts leading to more sustainable modes of transportation. Prof. Treiblmaier has participated in ALICE in recent years and is now involved in a consortium together with TU Berlin and the University of Perugia which is working on a study analyzing the feasibility of Hyperloop systems (a kind of pneumatic post which can be used for the fast and resource-efficient delivery of goods).

Research at the Department of New Media Technology

Many media analytics and knowledge management projects lack suitable analytical frameworks, focus on only one medium, or neglect the dual role of stakeholders as producers and consumers of content. These shortcomings open a promising field for research to model the fundamental mechanisms of information diffusion in media of different degrees of interactivity and their impact on public opinion. Researchers of the Department of New Media Technology have been working on a series of successful projects, both nationally (Austrian Research Promotion Agency, Austrian Science Fund) and internationally (EU 7th Framework Programme, EU Horizon 2020). The technologies developed within these projects help to analyze the diffusion of relevant information across channels (news, RSS feeds, social media platforms, stakeholder Web sites). Such an analysis reveals how stakeholders use electronic channels to disseminate their messages, as well as recommendations how decision makers can exploit a better understanding of such processes. The achieved progress has been applied to high-profile showcases, including a knowledge aggregator built on behalf of the United Nations Environment Programme (UNEP) and a semantic search platform for the Climate Program Office of the National Oceanic and Atmospheric Administration (NOAA).

Knowledge Extraction and Visualization

MODUL University Vienna's advanced information exploration and retrieval tools require accurate annotation services to enrich documents with geospatial, semantic and temporal tags. Such annotations describe complex relations, which are best understood in graphical form. For this purpose, the webLyzard Web intelligence platform of MU Vienna synchronizes geographic maps, tag clouds, keyword graphs as well as two- and three-dimensional information landscapes. These visualizations help users to understand the context of the gathered Web intelligence while navigating large repositories of Web documents – processing a user's search query and showing the most relevant documents in their specific regional context, for example, or comparing the online coverage about an organization by different stakeholder groups. Major research projects in European and national flagship programs continue to provide a solid base for the research activities of the Department of New Media Technology, ensuring a consistently high rate of innovation and related publications in established scientific outlets. Ongoing or recently completed research projects include research in the following fields:

Rumor and Fake News Detection

Analyzing big data repositories aggregated from context-dependent social media streams poses three major computational challenges: volume, velocity, and variety. The PHEME project, where MU Vienna led the work package on information visualization, focused on a fourth, largely unstudied computational challenge: veracity. It models and verifies phemes (Internet memes with added information on truthfulness or deception) as they spread across media, languages, and social networks. The Innovation Action InVID (In Video Veritas) builds upon this work and automatically identifies newsworthy video content spread via social media to confirm or reject its credibility using state-of-the-art analytical techniques. In this project, MU Vienna leads the development of the story detection component, including related knowledge extraction services.

Human Computation and Crowdsourcing

The technologies of the NMT Department integrate collective human intelligence and automated knowledge extraction methods in a symbiotic fashion, drawing upon both games with a purpose and crowdsourcing marketplaces. NMT has developed a scalable human computation framework for knowledge extraction and evaluation, delegating the most challenging tasks to large user communities and learning from user feedback to optimize automated methods as part of an iterative process.

Multimedia Annotation and Understanding

While statistical and textual data can be processed quite effectively by machines, multimedia content such as images and videos present an additional challenge for algorithms. Customized multimedia processing chains need to be developed, which also include an appropriate annotation model and vocabulary according to the user's requirements, so that different multimedia use cases (recommendation, browsing, linking, personalization) can be supported. NMT draws upon the prior experience gained in the MediaMixer and LinkedTV projects, and currently applies this multimedia knowledge to the task of video annotation and browsing in the InVID project. In the future, it will extend its multimedia activities to support the personalization, (inter)linking and recommendation of multimedia assets.

Research at the Department of Public Governance and Sustainable Development

The Department of Public Governance and Sustainable Development follows the principles of interdisciplinarity and brings together international faculty from several disciplines who are highly engaged in cutting-edge research and high-quality teaching.

Governance for Innovation and Sustainable Development

Governance for innovation and sustainable development is characterized by partnerships and networks of different institutional actors, and emphasizes stakeholder participation and partnership as a steering mechanism. As such it focuses on multi-level and multi-actor dimensions. Research on how mechanisms of one governance regime influence and/or overwhelm the impacts of another is top on the department's agenda.

Program and Public Policy Evaluation

The expansion and deepening of new forms of governance, particularly for economic development and environmental sustainability, comes with increased demands for accountability regarding the use of public resources. How effective are public and public-private initiatives in achieving their intended outcomes? What types of organizational structures are most suitable under contingent conditions? How effective is the implementation process and how responsive are organizations to diverse needs?

Evaluating urban/regional climate governance

Environmental problems and issues such as climate change are inherently political in nature, which increases the need for legitimate and transparent democratic processes that allow societies and local communities to choose policies that they see as both equitable and effective. Around the world, cities are experimenting with new forms of governance that include collaboration and partnerships with civil society and business actors, but what are the lessons learned and how can cities and regions learn from each other?

Start-up Ecosystems and the Role of Entrepreneurship for Helping City and Regional Economies to Become More Innovative and Competitive

Research in this area focuses on the potential of cities and regions to become centers of innovation and knowledge. It helps to identify those factors that are conducive for building up start-up ecosystems.

The Role of Higher Education Institutions in Development

In the globalized, knowledge-based economy of the 21st century, organizations that produce and disseminate knowledge have a critical role to play in assisting cities, regions, and nations reach and sustain economic competitiveness. How do higher education institutions respond to this challenge by expanding their activities beyond teaching and basic research to include economic, business, and technological development?

Research at the Department of Tourism and Service Management

In the light of current trends and challenges such as global warming, the accelerated pace of technological innovation, globalization and changing consumer demand, the Department of Tourism and Service Management and its faculty engages in a multitude of research areas addressing these challenges from a tourism and service industry perspective in order to create a better understanding of these challenges and to ensure responsible and sustainable management and operations. Faculty is experienced in a variety of disciplines ranging from sociology, psychology, economics, business management, and information technology to marketing and statistics. Against this background, the tourism and service industry is studied from different angles applying a full repository of qualitative and quantitative research methods.

Policy Evaluation

Policy making is an important task as it is a crucial bridge between program design and realization. This process is often very complex as the distinctive cross-cutting character of tourism involves the interests of many different groups. Therefore, the Department of Tourism and Management Service (TSM) critically observes a wide range of policy programs of governments, public institutions and private businesses at the global, national and local levels: analyzing the settings and the structures of these policy programs as well as their impacts on the economy, society and the natural environment.

Particular emphasis is placed on the impact and the sustainability of different market interventions in order to offer solutions for improvements. The quantification of the policy effects is based on impact analysis, one of the department's core competencies. Further, we evaluate public investment promotions, the efficiency of the marketing budgets of National and Regional Tourism Organizations, as well as the impact of taxes and subsidies. As an evaluation base for many of these measures, the institution has developed a special data system called the Tourism Marketing Information System (TourMIS). TourMIS is crucial for tourism analyses and has place the university at the forefront of engagement in forecasting: giving us a head-start in the academic competition. TourMIS is also widely accepted internationally, and is used by the European Travel Commission (ETC) as well as the UNWTO.

Perspectives on Tourism Demand

Institutional policy makers as well as managerial decision making requires appropriate assessments of past, current and future demand volumes and patterns. Drawing on experience across a variety of disciplines, faculty are equipped to address these issues by applying a range of different tools and techniques. Aggregate analyses are performed using econometric models to study overall travel demand within a regional or national economy. Calibrating efficient statistical models as a reasonable proxy for describing and explaining changes in regional, domestic and international tourism demand is one major area of research activities in this field. These models are the backbone for running forecasts for destinations, attractions, and sometimes single businesses, as well as for evaluating policy measures and their outcomes. Innovative approaches to tourism demand forecasting incorporate signals from big data providers (e.g. software monitoring Internet activities). Disaggregated structural or behavioral models for analyzing tourism and leisure demand are a further major area of research activities in this domain. They usually support decision making in a business or destination context. Hence, factors that influence purchase decisions are tested and investigated in detail to assess their impact and consequently provide managers with guidance regarding effective market place interventions. Upcoming research topics in this respect are, for instance, incentive and support structures for reducing energy consumption in hotels by their respective guests or expectations of restaurant customers towards sustainable food offers.

A second broader field of research focuses on particular consumer experiences and business functions. Understanding consumer behaviors as they relate to information is becoming increasingly important in in general, with electronic word-of-mouth, the usage of mobile technologies, and the effectiveness of website designs of particular interest. The measurement of destination images and brands through different tools and techniques and their influence on travel decision making represents another area of particular concern. Modelling traveler and visitor experiences offers an additional field of research challenges. Emotional conditions prior to traveling, cultural interactions during the trip, emotional responses after the trip, the motivation to participate in slow travel, and the long-term impacts of travel on quality-of-life are only some examples of topics within this research agenda.

A third sub-field crosses-over with two of our other research areas: destination development and entrepreneurial challenges. This sub-field is dedicated to detecting new tourism and leisure products (or

product bundles) by applying appropriate assessment tools and to developing innovations in tourism, particularly in a collaborative way through social networks.

Entrepreneurial Challenges in Fast-Changing Environments

Increasingly, businesses are facing disruptive forces such as financial recessions, natural and civil disasters, scarcity of resources and global warming, the accelerated pace of technological innovations, globalization, and changing consumer demand: which challenge them to find innovative ways of dealing with these changes. The Department of Tourism and Service Management aims to confront these challenges by addressing these forces from a tourism and service industry perspective in order to develop a better understanding what is needed for balancing the needs of 'people, planet and profits' and for ensuring responsible and sustainable management and operational practices in the tourism industry. The main research fields in this area are:

Technological advancements, growth in mobile use and increased connectivity have changed modes of communication for businesses and travellers, and are drivers for innovations. Electronic marketing, electronic word of mouth (eWOM) in travel and tourism, evaluating website functionality and measuring website quality, and open and user-driven innovation for tourism products and services are core research activities in this area.

Resource constraints, the impact of climate change and social and economic inequality will affect and threaten the tourism industry if not managed responsibly.

In order to create a better understanding of these threats, the Department of Tourism and Service Management aims to identify these impacts and to develop measurement methods which allow reporting of these impacts with clear indicators in a transparent way. Special focus within corporate social responsibility is given to the needs of employees and their well-being, business ethics, the emerging concept of social entrepreneurship, impact measurement of social responsibility, as well as the evaluation and assessment of sustainable tourist transport systems including forms of slow tourism.

Destination Competitiveness and Development

The constantly growing number of travel destinations and the enhanced quality of existing ones is putting great pressure on those responsible for managing destinations to find better ways to compete in the tourism marketplace – and to do so in a sustainable manner. The Department of Tourism and Service Management is attempting to achieve this goal by better understanding those forces and factors that determine the competitiveness of tourism destinations. This research field focuses on different economic, environmental, and social aspects of destinations with the goal of improving the strategic decision making of tourism planners. Some of the methods to measure the competitiveness of destinations include benchmarking destinations based on traditional key performance indicators such as arrivals and occupancy rates, but also non-traditional, innovative indicators are investigated, such as website metrics of individual destinations. As the benefits of definitional systems of destination competitiveness are limited, cause-effect relationships are also tested. These relationships are investigated using state-of-the-art analytical techniques, including structural equation modelling and

frontier analysis. Our research findings in the field of destination competitiveness and development are published in first-tier tourism journals (Tourism Management, JTR, Tourism Economics, ...).

The department maintains and works on improving the tourism management information system TourMIS (www.tourmis.info), which is an open access platform for exchanging data, information and knowledge, and is used by all leading tourism organizations in Europe and beyond (e.g. UNWTO). TourMIS provides the tools which allow tourism managers to apply the scientific concepts, methods, and models studied by our faculty.

4.2. Research: Facts and Figures

Department	Awards	Conferences				Other Services	Research Projects	Thesis Supervised			
		Invited Presentation	Presentation	Participation	Total			BBA	Master	PhD	Total
TSM	3	9	34	12	55	10	15	45	10	1	56
PGSD	0	0	5	0	5	2	15	4	2	0	6
NMT	2	1	20	0	21	0	5	5	0	0	5
IM	0	0	3	0	3	0	2	0	0	0	0
ASE	0	0	8	0	8	0	3	4	0	0	5
Total MODUL	5	10	70	12	92	12	40	58	12	1	72
Change in relation to last year	-29%	-50%	+84%	+71%	+42%	-78%	-9%	+71%	-48%	+-0%	+20%

The figures refer to the participation of faculty members of the respective department in one of the activities. Most of the categories should be self-explanatory, but on the less obvious, some remarks might be in place: “Other Services” refers to all the services that are provided to the scientific community, like serving as reviewer for journals and conferences or acting on as functionary in scientific networks or organizations.

4.3. Awards and Conferences

Faculty members received 2016/2017 the following awards:

Name of the Award	Awarding Institution	Winner
ITB Science Award 2017- Best PhD Dissertation	ITB Berlin	Lidija Lalicic
MU Scholarship of Hope	MODUL Universtiy Vienna	Kristof Tomej
Annual Best of Computing	ACM Computing Reviews	Christoph Trattner
Best Paper Award Honorable Mention at WWW'17	World Wide Web Consortium	Christoph Trattner
Dr. Maria Schaumayer Stiftung Anerkennungsurkunde	Dr. Maria Schaumayer Foundation	Bozana Zekan

Members of MODUL University's Faculty participated 2016/2017 in the following conferences:

No.	Name of Conference/Event	Organizing Institution/Host
1	28th ACM Conference on Hypertext and Social Media	ACM
2	10th International AAAI Conference on Web and Social Media	ICWSM
3	11th International AAAI conference on Web and Social Media	ICWSM
4	12th TourMIS Users' Workshop and International Seminar on Consumer Trends & Tourism	TourMis
5	15th Biennial Conference of the International Academy for the Study of Tourism	IAST
6	16th Annual Pre-ICIS Workshop on HCI Research	Association for Information Systems Special Interest Group on Human Computer Interaction
7	1st International Workshop on Multimedia Verification	InVID

No.	Name of Conference/Event	Organizing Institution/Host
8	2nd National ECVET Conference	European Credit system for Vocational Education and Training
9	3rd International Conference Internet Science, INSCI-2016	INSCI
10	49th HICSS	University of Hawaii at Manoa
11	4th International Physical Internet Conference (IPIC)	IPIC
12	52nd TRC Meeting	Tourism Research Center
13	56th ERSA Congress	European Regional Science Association (ERSA)
14	5th International Workshop on Natural Language Processing for Social Media	Association for Computational Linguistics
15	66th AIEST-Conference	International Association of Scientific Experts in Tourism
16	67th AIEST-Conference	International Association of Scientific Experts in Tourism
17	6th International Conference of International Association of Tourism Economics	IATE
18	ACM Conference on User Modeling and Personalisation (UMAP)	ACM
19	ACM Digital Health Conference	ACM
20	ACM Recommender Systems Conference	ACM
21	ACM SIGIR Conference	ACM
22	AIQUAV Conference	Italian Association of Quality of Life Studies
23	Annual HTL Summit Vienna	PKF Hotelexperts
24	Auftakt zum UN-Jahr "Nachhaltiger Tourismus"	Travel Industry Club
25	Austrian Statistical Days 2016	Statistik Austria
26	BEST EN Think Tank XVI : Corporate Responsibility in Tourism - Standards, Practices and Policies	BEST EN
27	Conference on Animal Rights in Europe	CARE
28	Consumer Behavior in Tourism Symposion 2017	CBTS
29	Culinary and Wine Tourism Conference	IMC Krems
30	Disruptions in Urban Tourism	ECM
31	ECM Knowledge Group Research & Statistics	ECM

No.	Name of Conference/Event	Organizing Institution/Host
32	ECM Research and Statistics Working Group Meeting	ECM
33	EuroCHRIE Annual Conference	Federation of the International Council on Hotel, Restaurant and Institutional Education (ICHRIE)
34	European Travel Commission Marketing Intelligence Group meeting	ETC
35	FUTOURIS Scientific Advisory Board Meeting & Annual Members Assembly	FUTOURIS
36	FUTOURIS Workshop Sustainable Food für alle: Implementierungsphase 2018	FUTOURIS
37	Games4NLP: Using Games and Gamification for Natural Language Processing	University of Essex, UK
38	High level Thinkers Workshop	World Travel Forum Lucerne 2017
39	IEEE/WIC/ACM International Conference on Web Intelligence	ACM
40	Information and Communication Technologies in Tourism 2017	ICT
41	Information and Communication Technologies in Travel and Tourism 2016	ENTER2016
42	Insight 2016 – wissenschaftliche Daten in ästhetischer Illustration	
43	International Conference on Information Systems	University of Maryland, Sogang University
44	International Sunbelt Social Network Conference	INSA
45	ISCONTOUR: International Student Conference in Tourism Research	ISCONTOUR
46	ISQOLS 2017	International Society for Quality-of Life Studies
47	MU Research Workshop	MODUL University Vienna
48	ÖSG-Statistiktage	Österreichische Statistische Gesellschaft
49	Round Table Sustainable Tourism	Der Standard
50	RSA Annual Conference	Regional Studies Assoc.
51	SSTD 2017 : II Spring Symposium on Challenges in Sustainable Tourism Development	TIDES Institute, Universidad Las Palmas de Gran Canaria

No.	Name of Conference/Event	Organizing Institution/Host
52	ThinkTank – Crowdfunding: Innovation im Tourismus	Österreichischen Hoteliervereinigung
53	TourCert Certification Council Meeting	TourCert
54	Tourism ID - Cooperation Roundtable	KEPA, EU
55	TTravel Industry Club Networking Event: Auftakt zum UN-Jahr "Nachhaltiger Tourismus"	Travel Industry Club
56	Urban Future Global Conference: Smart Cities Days	UFGC
57	Urban Planning and Tourism Consumption Conference	Hebrew University of Jerusalem
58	World Wide Web Conference	-
59	WTCF Chongqing Fragrant Hills Tourism Summit 2016: Opportunities and Challenges Brought by Shared Economy to the Development of Tourism Cities	World Tourism Cities Federation
60	WTCF Penang Expert Committee Conference	World Tourism Cities Federation
61	Zukunftsfähige Gesellschaft und nachhaltiges Wirtschaften	Deutsches CSR Forum 2017

4.4. Research Projects 2016 2017:

No.	Name of the Project	Department	Other Involved Instituition(s)
1	Benchmarking Webanalytics of European Destinations	TSM	Vienna Tourist Board
2	Consumption-/Travel behaviour at medium-term economic stagnation	TSM	-
3	CROSSWATER, The management of water resources in the Rhine basin	PGSD	-
4	Danube river cruises: Impacts on the tourism industry of Vienna	TSM	-
5	DecarboNet	NMT	Knowledge Media Institute The Open University, WWF Switzerland, University of Sheffield, Wirtschaftsuniversität Wien,Waag Society,geotogether
6	Development and test of instruments for sustainability information and communication	TSM	-
7	ECM Benchmarking Report	TSM	European Cities Marketing (ECM), ECM Benchmarking Group
8	ECM Meeting Statistics Report	TSM	-
9	Energy Efficiency and the Real Estate Economy	PGSD	-
10	Energy Efficiency Investments – GHG solutions for Europe	IM	-
11	Evaluierung der Initiativen im Bereich Kulinarik im Rahmen des Programms LE 07-13	PGSD	ÖAR Regionalberatung
12	Evaluierung des Wiener Bildungsexports – Aspekte des indirekten Nutzens von Privatuniversitäten anhand des Fallbeispiels der MODUL University Vienna	PGSD	-
13	Forstrat Cockpit 2	NMT	RISE, Repuco, Universität Salzburg, Bundesministerium für Inneres

No.	Name of the Project	Department	Other Involved Instituition(s)
14	future.scapes - Global Change and its Influence on Landscape and Society- Scenarios of Future Transition and Solution Strategies to Mitigate Negative Effects	PGSD	Wirtschaftsuniversität Wien
15	HE-RO: Higher Education Institutions - Region collaboration: How HEIs and local and reginal actors 'learn' to interact and collaborate effectively in knowledge based problem-solving activities - a cross-country analysis of European Case Studies.	PGSD	-
16	Impulse zu Sicherung und Ausbau von Ganzjahresangeboten in Gastronomie und Beherbergung im Nordburgenland	PGSD	ÖAR Regionalberatung
17	Indigenous Communities, Land Use and tropical Deforestation (INCLUDE)	PGSD	School of Agricultural Policy and Development, University of Reading
18	Infrastruktur für technologiebasierte Start-ups: zwischen Angebot und Nachfrage. Die Situation der Region Wien	PGSD	-
19	Investment Funds for Technology-Based Start-Ups in Vienna: Sources, Actors, and Alternative Financing Models	PGSD	-
20	Living conditions, quality of life, and subjective well-being in regions: A methodological pilot study with explorative interviewing and quantitative measurement	ASE	Institute of Psychology, University of Vienna, Sigmund Freud Private Universität
21	Markowitz Revisited: Social Portfolio Engineering	IM	-
22	Media Watch on Climate Change	NMT	-
23	Nachhaltige Immobilienwirtschaft und Governance	PGSD	-
24	Open Innovation Platforms in Tourism: A Case Study of the Vienna Tourist Board	TSM	Vienna Tourist Board

No.	Name of the Project	Department	Other Involved Instituition(s)
25	Peer review of the 4th EQLS report	ASE	JKU Linz
26	PHEME – Computing Veracity across Media, Languages, and Social Networks	NMT	University of Sheffield, Universität des Saarlandes, Ontotext, King's College London, iHub Ltd., Swissinfo.ch, University of Warwick, Atos IT Solutions and Services GmbH
27	Preparatory work to revise the harmonized time use survey for the implementation in the round 2020	ASE	-
28	Role of Universities in Regional Governance	PGSD	-
29	SCITHOS Smart City Hospitality	TSM	NHTV Breda University of Applied Sciences, West Norway Research Institute, Worldline Iberia SA
30	Statistical Report on Tourism Accommodation Establishments	TSM	-
31	Status Quo of Airbnb in Vienna and in its Main Competitors	TSM	-
32	Success Factors in Job Re-training Programs: The Case of the Bioworks Program in North Carolina, USA	PGSD	-
33	Taste the culture, Turkey	TSM	-
34	The Tourism Research, Innovation and Next Generation Learning Experience	TSM	-
35	Tourism Management Information System	TSM	European Cities Marketing (ECM), European Travel Commission, Austrian National Tourist Office
36	Unternehmensnetzwerke der Wiener Privathotellerie	TSM	-
37	US Election 2004 Web Monitor	NMT	University of Western Australia,Wirtschaftsuniversität Wien
38	User-driven Innovation in Tourism in Social Media Spaces	TSM	-
39	Vienna as a Region of Knowledge: Increasing the Generation of University Spin-offs	PGSD	-
40	VorTEIL - Vorzeigeregion Tourismus - Energietechnologien und Innovationen leben	PGSD	Austrian Institute of Technology GmbH, energy changes

4.5. Other Services to Academia

This section gives a brief overview of the manifold ways in which members of the faculty support the academic world. It is a list of all the tasks like being member of an editorial board or a reviewer of a journal that make academia possible in the first place, as well as of activities that reach out to the public to present research outcomes in a popular way.

Short Description/Function	Service provided to
Co-Organizer and/or Speaker	Tourmis User's Workshop
Consulting	Futouris Scientific Advisory Board
	ESHRA Hospitality School - Ecole Supérieure d'Hôtellerie et de Restauration d'Alger
	Professional Training for General Managers of Vienna House
Journal Peer Reviews	International Journal of Contemporary Hospitality Management
	Journal of Travel Research
Public Interviews and Talks	Interview for the Radiokolleg in Ö1: "Mit nachhaltigem Tourismus zum regionalen Aufschwung"
	Talk at Bolognatag 2017: "Für einen integrativeren Zugang und eine breitere Teilhabe: Nationale Strategie zur sozialen Dimension in der Hochschulbildung"
	Talk at the Verband der Privaten Hochschulen (Dtl.): "Internationalisierung der Hochschulen"
	Talk "VPH: Internationalisierung der Hochschulen" at the meeting of the German "Verband Private Hochschulen".
	Talk at WKO's eDay: "Online Plattformen zur Analyse von Tourismus-Trends und Managementinformationssysteme: Forschung und Ausbildung an der MODUL University Vienna"
Chair	International Federation for Information Technologies and Travel & Tourism
	56th ERSA Congress
	Austrian-American Educational (Fulbright) Commission
Member	Member of the expert committee for the revision of the Austrian Ecolabel (VKI)
	Chair of the Expert Committee of the World Tourism Cities Federation
	Wissenschaftlicher Tourismusbeirat BMWFW

4.6. Publications

This academic year, in total 115 times faculty members of MODUL University have contributed to publications, either in the form of chapters of books, published presentations, journal articles or other.

Department	Journal Article	Books/Reports	Bookchapter	Conference Paper	Other	Total
TSM	38	11	18	10	1	78
PGSD	5	4	2	4	2	17
NMT	5	0	0	19	0	24
IM	5	0	0	3	0	8
ASE	0	2	4	9	1	22
Total	59	17	24	45	4	149
Change in relation to last year (=100%)	+16%	+42%	+20%	+105%	-60%	+30%

4.7. Library

Also for MODUL University Vienna's library it has been a year of further development. The figures in a nutshell, indicating the progress of the library's development can be seen below.

The library is accessible to students 44 h per week, and provides along with the other resources mentioned in the table below, access to the Business Source Primier database and the UNWTO e-library.

In the report period, the library continued its project of facilitating students search skills within the framework of the course "Academic Writing". Also the project "book a librarian" has been started: Students can meet with librarians for support in their research projects. Thus, students can benefit from the experience of librarians I as well as from their knowledge on the different sources of information.

The library also focused during the report period on implementing more and more parts of the reporting software "Pure", which helps keeping track of the facultiy's academic activities.

Data on the library	
Inventory print media	3151
Change in relation to last year	+5,6%
Newly catalogued media	164
Electronic journals	2839
Loans 2016/2017	725

5. Academic Co-operations with Universities

MODUL University Vienna co-operated with the following universities in 2016/2017:

ERASMUS Partner - bilateral agreements	Location	Duration until
Boğaziçi Üniversitesi	Istanbul, Turkey	2021
CBS Cologne	Cologne, Germany	2021
Dublin Institute of Technology	Dublin, Ireland	2021
ISAG Porto	Porto, Portugal	2021
La Rochelle Business School	La Rochelle, France	2021
TSI Ramon Llull	Barcelona, Spain	2021
University of Barcelona	Barcelona, Spain	2021
University of Southern Denmark	Denmark	2021
University of Surrey	Surrey, UK	2021
University of West London	London, UK	2020

Other Partners	Location	Duration until
San Francisco State University	San Francisco, California, USA	-
School of Hotel and Tourism Management, Hong Kong Polytechnic University	Hong Kong	2022
School of Tourism and Hospitality Management, Temple University	Philadelphia, Pennsylvania, USA	-
Universidad Internacional del Ecuador	Quito, Ecuador	2023
Universidad Anahuac Mayab	Mexico	2018
Universidade Europeia	Lisbon, Portugal	2018
University of Central Florida	Orlando, Florida, USA	2021
University of Florida	Gainesville, Florida, USA	-
University of Macau	Macau, People's Republic of China	-
Virginia Tech	Virginia, USA	2023

5.1. Co-operations with Networks and Associations

MODUL University is cooperating with the following non-industry networks and associations, either as a university or via one of its faculty members:

Institution/Network
ACM - Association of Computing Machinery
AIEST – International Association of Scientific Experts in Tourism
BEST EN – Building Excellence for Sustainable Tourism Education Network
CHRIE – The International Council on Hotel, Restaurant and Institutional Education
DAA – Digital Analytics Association
Deutsche Gesellschaft für Psychologie
Eurasia – Pacific Uninet
ICRT – International Center for Responsible Tourism
IEEE Computer Society
IFITT – International Federation for IT and Travel & Tourism
International Institute of Forecasters
International Society for Quality of Life Studies
OCG – Österreichische Computer Gesellschaft
ÖGAF – Österreichische Gesellschaft für Angewandte Forschung in der Tourismus- und Freizeitwirtschaft
Österreichische Gesellschaft für Psychologie
ÖPUK – Österreichische Privatuniversitätenkonferenz
Österreichische Statistische Gesellschaft
STI International
TEFI Tourism Education Futures Initiative
TIES – The International Ecotourism Society
UNWTO – United Nations World Tourism Organization

5.2. Collaboration with Professional Environment and Relevant Social Players

MODUL University Vienna highly values its collaboration with the professional environment and the relevant social players. This is stressed by the fact that an internship forms a compulsory part of the BBA programs. This not only helps the students to obtain valuable practical training and knowledge, but also tightens the bonds between MODUL University and the industry. Up to now, MODUL University maintains via MODUL Career, which supports BBA and BSc students in their internship, partnerships with 400 institutions and firms. Among these national and international partners are the Österreich Werbung (Austria's national tourism agency), the United Nations World Tourism Organization (UNWTO) and hotels and resorts from all over the world. MODUL Career also helps students in finding part-time jobs in their field of studies and maintains contacts with the alumni of MODUL University.

Of course, also the departments' Industry Advisory Boards form part of the university's strategy of collaboration.

Furthermore, close ties connect the university's Department of Tourism and Hospitality Management with European Cities Marketing (ECM) and the European Travel Commission (ETC).
Since fall 2013, MODUL University Vienna is also chairing the Austria's Conference of Private Universities (ÖPUK), which represents all Austrian private universities.
In the report period, the building of a new bridge between academia and the professional environment has been prepared: The MU Startup Hub, which provides an institutional and infrastructural platform for linking corporate partners with existing and future start-ups. The while the hub started actually operating 2017/2018, in the report period 2016/2017 it had been conceptualized. The basis for this concept formed a research project on the current start-up environment in Vienna. The study and further information can be found at https://www.modul.ac.at/alumni-career/mu-startup-hub/.

6. Quality Management

6.1. Organization and Instruments of Quality Management

During the report period, the whole Quality Management structure at MODUL University was overhauled, in order to integrate the new global campus in Dubai into the system. A the position of a centralized Quality Manager has been created, who is responsible for monitoring, reporting, and further developing the quality management processes.
Apart from the evaluations of the courses by the students , MODUL University asks its students after the first year and before graduation to evaluate the university's services. The results are discussed with the respective departments and offices.

6.2. Evaluations

The results of the individual courses were made accessible to the lecturers; the respective deans received an overview of the results as well, enabling them to discuss salient outcomes with the lecturers. In order to provide an overview, the overall results of the last year are included in this report.

Course Evaluation

UG Fall Semester 2016

Overall, I am satisfied with the course.

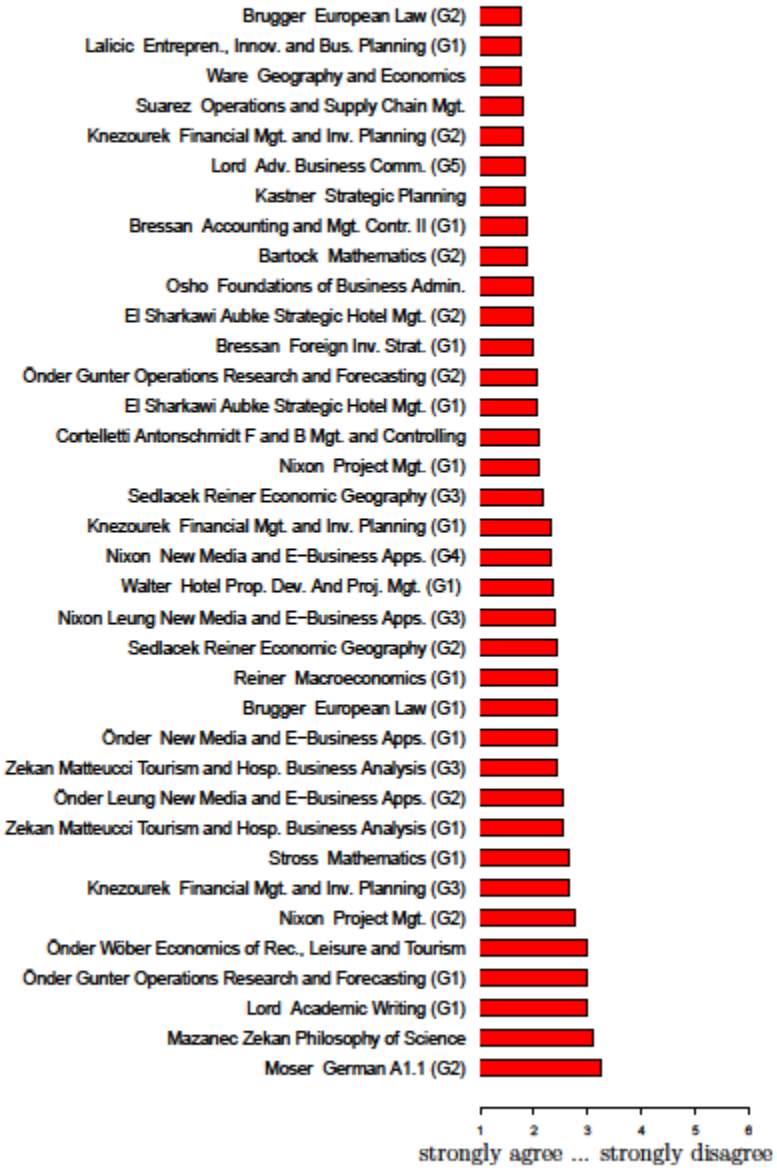
Average: 1.9

Course Evaluation

UG Fall Semester 2016

Overall, I am satisfied with the course.

Average: 1.9

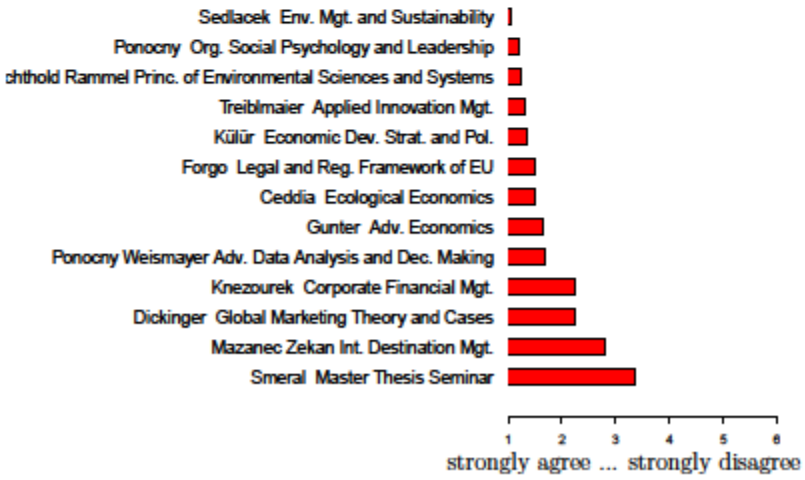


Course Evaluation

MSc Fall Semester 2016

Overall, I am satisfied with the course.

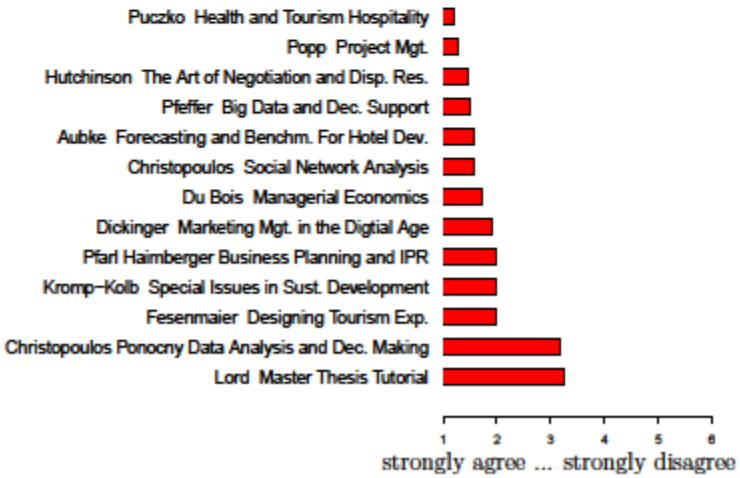
Average: 1.77



Course Evaluation

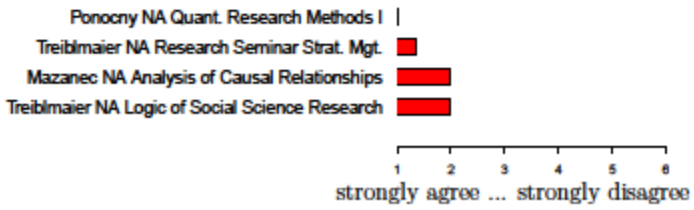
MBA Summer and Fall Term 2016
Overall, I am satisfied with the course.

Average: 1.95



Course Evaluation

PhD Programs
Fall Semester 2016
Question: Overall, I am satisfied with the course.



Course Evaluation

UG Spring Semester 2017

Overall, I am satisfied with the course.

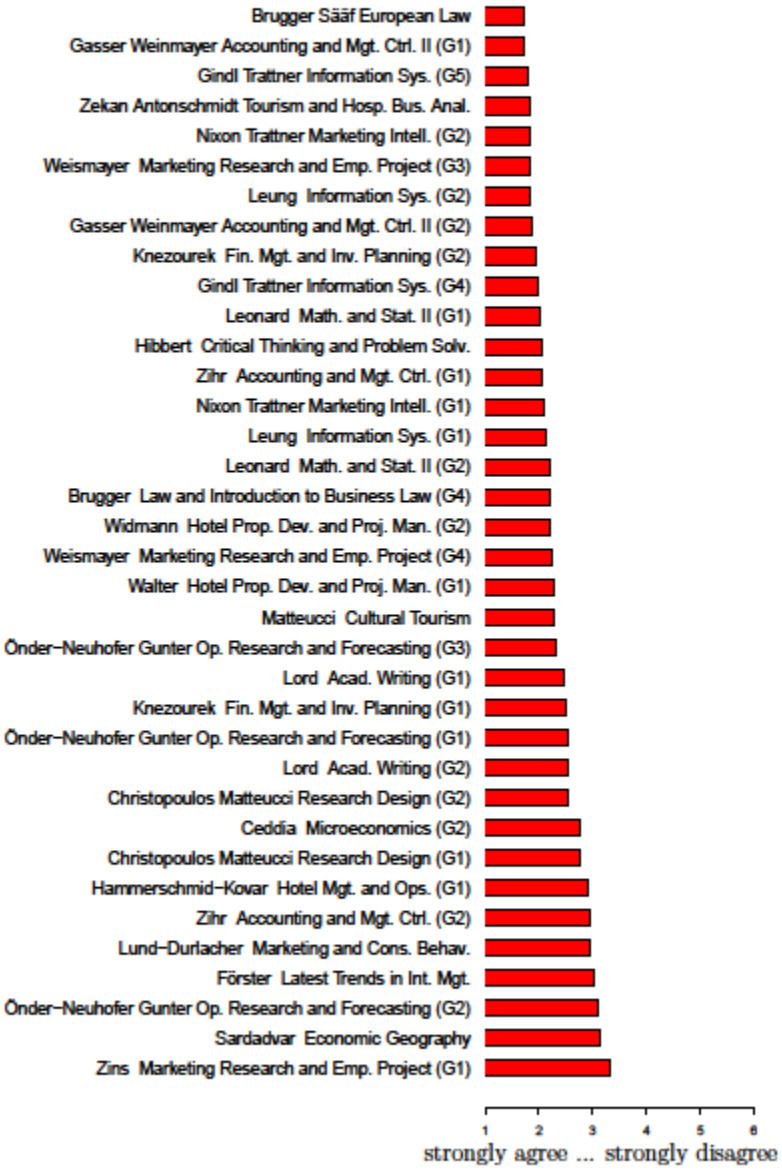
Average: 1.96

Course Evaluation

UG Spring Semester 2017

Overall, I am satisfied with the course.

Average: 1.96

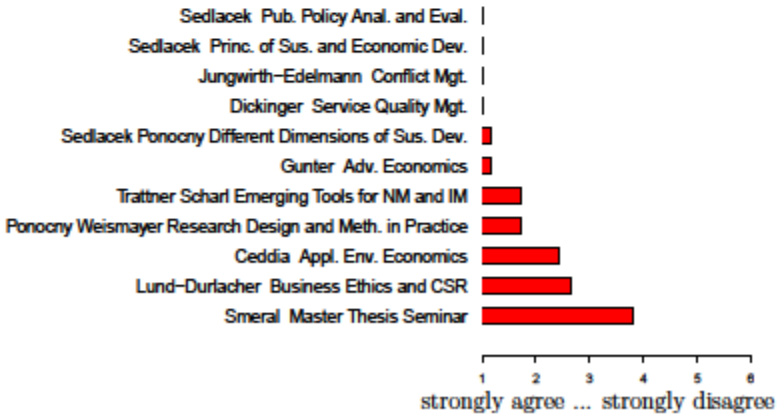


Course Evaluation

MSc Spring Semester 2017

Overall, I am satisfied with the course.

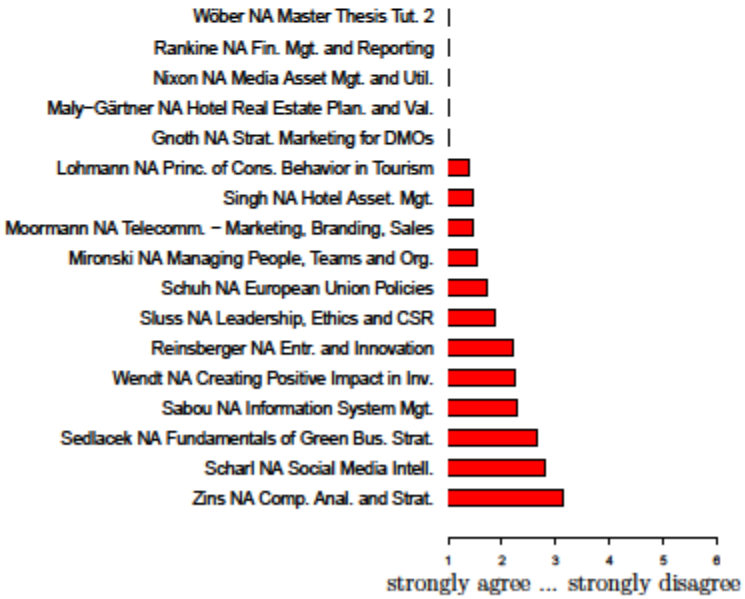
Average: 1.82



Course Evaluation

MBA Spring and Summer Term 2017
Overall, I am satisfied with the course.

Average: 1.87



6.3. Collaboration of Student Representatives in Committees

According to the HSG, the Austrian law on student representation, in spring 2017 the new student representatives were elected. The elected representatives nominated their peers for the University Senate and the other relevant bodies, as laid down in the Constitution of the university. Thus, they were connected to nearly all decision-making processes and helped in keeping the decisions' qualities high.

ANNEX I

FACULTY PROFESSIONAL DEVELOPMENT
OBJECTIVES PLAN

INSTRUCTIONS FOR COMPLETION

Plans are due to the Dean on May 15, 2008
In preparation for completion of the FPDOP process, please review your current achievements with respect to the goals you have been pursuing for this year. Briefly comment on your progress in achieving current goals below.

Each faculty member will discuss with the Dean (and/or the President) current performance and the FPDOP. The faculty member and the Dean will sign the document and then send the agreed upon FPDOP electronically to Karl Wöber (karl.woeber@modul.ac.at). The signed copy will be maintained confidentially in the President's Office. The final copy is due two weeks after the interview.

NAME: _____.

DEPT: _____.

DATE: _____.

PROGRESS ON CURRENT GOALS (PLEASE BE BRIEF AND USE BULLET POINTS):
If this is you first FPDOP interview then please refer to the objectives as discussed when you started with MU Vienna. Please also specify if you are satisfied with your achievements!

I.a TEACHING/RETROSPECTION – ***The purpose of this section is to provide feedback on your last year's teaching experiences at MU Vienna? Please list all courses you have been involved and comment on anything you want to improve our change. Also list (student) names, and titles of all bachelor or master thesis you have supervised or co-supervised in the last year.***

I.b TEACHING/GOALS – ***The purpose of this section is to express your teaching interests for the forthcoming two semesters and to provide evidence of how you will continue to improve your teaching profile at MU Vienna. Also list (student) names, and titles of all bachelor or master thesis you have supervised or co-supervised in the last year.***

II.a RESEARCH/RETROSPECTION – ***Please list all (a) articles, (b) conference papers, and (c) project papers (deliverables, project proposals) published (or accepted) during the last year.***

II.b RESEARCH/GOALS - *The purpose of this section is outline your suggestions on how you will continue to maintain currency through publications (intellectual activities) in your field and/or how you will contribute to the overall improvement in MU/MR research productivity.*

Identify your research and publication goals. Please be specific.

- The current year
- List working papers and papers under review
- List strategies with respect to moving this research forward toward publication.
- Two to three years out (e.g. goals for building a research agenda.)
- List your research goals to be achieved over the next 2 – 3 years and describe the strategies you will pursue to achieve these goals.
- Describe your strategies on how you will contribute to a common research agenda for our department?
- What will you do in order to pass your research knowledge on to other (younger) faculty members at your department?

Identify opportunities to increase or diversify your research output (journal articles, books and other intellectual contributions)

- Research projects that you are initiating or pursuing.
- Collaborative research activities with MU colleagues in your department or other departments
- Collaborative research with doctoral students
- Collaborative research with colleagues at other universities or industry
- Grants and external support for your research agenda.

III.a SERVICE/RETROSPECTION – Identify how you have contributed to the University administration (e.g. serve on program committees, contributions to the organization of marketing events, Liaison activities for exchange programs, journal referee, meeting planning, etc.) during the last year.

III.b SERVICE/GOALS – Identify how you plan to contribute to the University administration (e.g. serve on program committees, contributions to the organization of marketing events, Liaison activities for exchange programs, journal referee, meeting planning, etc.) in the future.

FACULTY PROFESSIONAL DEVELOPMENT
OBJECTIVES PLAN
NAME:
DEPARTMENT: _____.

DIRECTOR'S COMMENTS
(Comments from the Dean on the appropriateness of the plan and specific areas on which the faculty member should concentrate.)

…

FACULTY MEMBER'S COMMENTS

It is understood that the agreement is limited to a "good faith" commitment on the faculty members' part to execute the listed goals and objectives. It is also understood that the individual items in the document will change over time and a particular individual may take on different themes of research, new research projects, abandon existing streams of research, and focus on new areas of teaching and service and so on.

…

Faculty Member's Signature: _____

Date: _____

Dean's Signature: _____

Date: _____

President's Signature: _____

Date: _____