

Press release

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Sandra Lades
GfK Verein Press Office
Tel. +49 911 395 3606
sandra.lades@gfk-verein.org

New GfK Chair in Information & Supply Chain Management at the University of Applied Management

Erding/Nuremberg, October 13, 2015: Yesterday, Prof. Dr Rudolf Aunkofer was appointed to the newly established GfK Chair of Information & Supply Chain Management at the University of Applied Management in Erding. Prof. Dr. Dr. Claudius Schikora, President, and Prof. Dr. Franz-Michael Binninger, Vice President of the university, announced the appointment.

The new GfK Chair brings together research and applied management, focusing on the field of information & supply chain management. Among the Chair's key goals are the development of new and innovative analytical approaches and the development of KPIs and other indicators for operative & strategic supply chain management based on panel-based information from Point of Sale and the wholesale/distribution trade. Prof. Dr. Franz-Michael Binninger: "The GfK Foundation Chair enhances our research activities in areas related to trade."

The GfK Chair attaches great importance to practical applications of knowledge. As Prof. Dr. Rudolf Aunkofer explains, "central to our research is collaboration between universities and the high-tech industry in the form of dual-system vocational training and joint practical projects".

The Chair is financed by the GfK Verein. Managing Director Prof. Dr. Raimund Wildner: "The issue of supply chain management is also of great interest to us, especially in high-tech markets. For this reason, I am delighted that we were able to attract Prof. Dr. Aunkofer, a long-standing and experienced market expert who conducts extensive research into this area. He will ensure that knowledge transfer takes place between research & teaching and industry, distribution & trade".

GfK-Nürnberg e.V.
Nordwestring 101
90419 Nuremberg

Tel. +49 911 395-0
Fax +49 911 395-2715
info@gfk-verein.org
www.gfk-verein.org

Managing Director:
Prof. Dr. Raimund Wildner

Executive Board:
Prof. Hubert Weiler
(President)
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Register of associations:
VR200665 Nuremberg district
court

Profile of Prof. Dr Rudolf Aunkofer

Rudolf Aunkofer is engaged by GfK Retail & Technology GmbH as division manager for IT business, Germany and global director for IT development. He studied Business Administration at the Ludwig Maximilian University in Munich and the University of Regensburg, where he completed his doctorate in economics. He has published a number of articles on the German and international technology markets and regularly speaks on topics related to this subject area.

About the University of Applied Management

The University of Applied Management was founded in 2004. With campuses in Treuchtlingen, Neumarkt in der Oberpfalz, Ismaning, Berlin and Unna (North Rhine-Westphalia), the UAM has grown to become the largest private university in Bavaria. The officially recognized University of Applied Management operates a semi-virtual study concept, whereby traditional classroom teaching is combined with an online learning environment - to open study opportunities to professionals. Study programs are offered in the areas of business administration, sports management, business psychology and commercial law, with a particular focus on the acquisition of key skills such as leadership, negotiation, communication and team development.

The GfK Verein

Founded in 1934, the GfK Verein is a non-profit organization dedicated to the promotion of market research. It comprises 550 businesses and individuals. The organization's purpose is to work closely with academic institutions to develop innovative research methods, promote training and continued professional development for market researchers as well as to oversee structures and developments in society, the economy and politics which have an effect on private consumption and look into how their actions affect private consumers. The results of this research are made available to organization members free of charge. The GfK Verein is a stakeholder in GfK SE.

Further information can be found at www.gfk-verein.org.

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Responsible under press legislation:
GfK Verein Press Office
Sandra Lades
Nordwestring 101
90419 Nuremberg
Tel. +49 911 395-3606
sandra.lades@gfk-verein.org