

# Market Engineering

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Editors

# Market Engineering

Insights from Two Decades of Research  
on Markets and Information

 Springer

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# Preface

This volume appears for a very special reason. Our academic father, Professor Dr. Christof Weinhardt, celebrates his 60th birthday this month.

We came together as eight of his former students to honor Christof and his achievements because we highly appreciate the particular impact he had on our academic careers. We invited all of Christof's students who remained in academia to contribute. Moreover, we asked exceptional people in Christof's life to write personal contributions. The result is a volume of 15 mostly scientific articles with 49 authors, which mirror many different aspects of the outcome of Christof's broad spectrum of academic personalities he gave stewardship to on his way.

How did it begin? Christof studied *Wirtschaftsingenieurwesen* (Industrial Engineering and Management) and subsequently defended his doctorate at the University of Karlsruhe (TH). He then defended his habilitation at the University of Giessen where, after a short sojourn at his first chaired position in Quantitative Business Administration at Bielefeld University, he received his full professorship in 1994. Six years later, he followed an offer to establish a new field of study back at his alma mater, where he took over the *Lehrstuhl für Informationsbetriebswirtschaftslehre* in November 2000.

Christof's achievements in research, service to his university, and service to the research community are impressive. His research and teaching focus on interdisciplinary topics related to market engineering, market design, information engineering, service science, and participation with applications in IT services, energy, finance, and telecommunications markets. In these areas, he published more than 150 peer-reviewed papers and books. Christof was a guest professor and visiting scholar in the USA, Canada, Australia, Singapore, Italy, and Austria. He always strived for interdisciplinary collaborations, collaborative research projects, and coordinated programs.

Christof is founder of the Karlsruhe Service Research Institute (KSRI), the Karlsruhe School of Services (KSOS), the Karlsruhe Decision & Design Lab (KD<sup>2</sup>Lab), and the House of Participation (HoP) at the Karlsruhe Institute of Technology (KIT). He also served as Dean of the Department of Economics and Management and on the Strategy and Research Board of KIT. He headed

the interdisciplinary DFG Research Training Group “Information and Market Engineering” and is a director of Forschungszentrum Informatik (FZI). Christof consulted the German Federal Parliament and was invited to join their Committee of Enquiry “Internet and the Digital Society” as an expert advisor. For our research community, Christof was Speaker of the Fachbereich Wirtschaftsinformatik of the Gesellschaft für Informatik, organizer of the 2007 international conference on Wirtschaftsinformatik, and member of the Review Board at DFG (Fachkollegiat), and he currently is the Editor-in-Chief of the journal *Business & Information Systems Engineering*.

Christof supported each and every one of us in developing our academic careers under his guidance. We all owe him many thanks. One particular thing about Christof is that he has an innate sense of people and their potential. This ability is not only centered around pure analytic capabilities. Christof takes a person into his environment in a very special way. Once offered, if one decides to take that path, it is a challenging journey with never a dull moment. On the one hand, Christof demands a lot from his students, including academic dedication and productivity and personal involvement in early-morning or late-night sessions developing new ideas, concepts, grant proposals, or entire research agendas. On the other hand, boarding Christof’s ship has always been an opportunity to grow to one’s full potential, as he has a lot to offer to all those who decide to take this chance.

Christof encourages his students to use a broad spectrum of methodologies, research approaches, and philosophies. From an epistemological perspective, one could say that he chose a pragmatist approach. One of his sayings, “Wissenschaft ist immer auch ein soziales System” (science is always a social system, too), underlines this beautifully. Christof established an academic ecosystem of the chair and multiple connected institutes, partially funded by public bodies and corporations, and he always managed to cover contemporary “hot” topics, thereby opening opportunities for many academically and industry-oriented students. His ability to constantly inspire skilled and passionate new students to become part of the team and to create an atmosphere in which critique and support were offered among the team members on a very advanced level helped us tremendously. With all this, Christof offered us an excellent platform for personal development, collegial teamwork, making friends, and developing the enthusiasm for pursuing our careers as professors. The further professional development of Christof’s students who contributed to this volume shows that we succeeded. This development is certainly also largely due to Christof’s dedication to making us all aware of what it means to enter a serious scientific engagement.

Tremendous success can also be seen in the fact that more than 94 students achieved their doctorate under Christof’s guidance; many of them have bright careers in industry and, to date, 22 of Christof’s students have become professors in Germany and abroad. Christof’s personality inspired something in us all that made us achieve what we did.

What unites us in composing this volume—in its colorful and vivid diversity of academic traditions, epistemological stances, and personal perspectives—is the deep and wholehearted gratitude we owe to Professor Dr. Christof Weinhardt, our supervisor, mentor, and friend!

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Giessen, Germany  
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