

Curriculum vitae



Professor Claus-Heinrich Daub **BA, MA, PhD, habil.**

Claus-Heinrich Daub, born 26 June 1969, studied Sociology, Philosophy, Political Sciences, Administrative Sciences and European Cultural Anthropology. He obtained a BA from the University of Constance (Germany) and earned an MA and a PhD from the University of Basel (Switzerland). In 2005 he did his post-doc (habilitation) on the responsibility of MNE in the process of sustainable development (venia docendi in Sociology).

He has researched and published on a wide variety of sociological, marketing and communication topics including Sustainable Management, Economic Sociology, Globalization of Society and Markets, Consumer Behaviour in Modern Societies, Corporate Identity, Corporate Design and Communication Strategies of MNE and SME (see publications).

Prior to be elected as Professor for Marketing and Management at the University of Applied Sciences Northwestern Switzerland in 1999, Claus-Heinrich Daub was a Freelance Journalist for newspapers and magazines in Germany and Switzerland and held a number of marketing and communications roles in industry. These positions included Communications and Marketing Research Manager, Management Consultant, Business Trainer and Head of Marketing and Communications of the European Centre for Economic Research and Strategy Consulting (Prognos).

He heads the Centre for Sustainable Management at the Institute of Management, School of Business FHNW. He is Director of the International Network for Sustainable Management (IfSM), Chairman of the International Sustainability Conference and the current President of the Society for Scientific Publishing in Switzerland.

He serves as invited lecturer and guest professor at the Universities of Västerås (Sweden), Galway and Limerick (Ireland), the University of Primorska (Slovenia) and the Université de Fribourg (Switzerland) and as a guest editor of peer reviewed international scientific journals e.g. the Journal of Business Ethics, Business Strategy and the Environment, and The International Journal of Sustainable Development and World Ecology.

Publications

Monographs

Daub, C.-H. et al. (2008), Die besten Geschäftsberichte der Schweiz 2008 (The best Annual Reports of Swiss Companies 2008), Basel.

Daub, C.-H. et al. (2007), Die besten integrierten Geschäftsberichte der Schweiz: Aktuelle Ergebnisse und Bilanz einer Studie über fünf Jahre (The best integrated Annual Reports of Swiss Companies: Current findings and a nd conclusions about a five years survey), Basel.

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Daub, C.-H., R. Ergenzinger, H. Schmassmann u. M. Weik (2003), Nachhaltigkeitsberichterstattung Schweizer Unternehmen 2002 (Corporate Sustainability Reporting in Switzerland 2002), Basel.

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Edited Volumes

Daub, C.-H., Burger, P. und Y. Scherrer, Ed. (2008), Creating Values for Sustainable Development: Proceedings of the 2nd International Sustainability Conference 2008, Basel.

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Journal and Conference Papers (* refereed journals/peer reviewed)

* Daub, C.-H. and Y. Scherrer (2009): *Doing the right thing right: the role of sociological research and consulting for corporate engagement in development cooperation*, Journal of Business Ethics (forthcoming).

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* Daub, C.-H. (2008), *Nachhaltige Unternehmen unter Innovationsdruck*, in: Marketing Review St. Gallen, Thexis Jg. 23, 4/2008, 18-22.

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Daub, C.-H. (2008), *Globale Wirtschaft - nationale Folgen (Global Economy - national consequences)*, in: Praxis Politik 5/2008, 4-8.

* Mathews, H. and C.-H. Daub (2008): *Novartis: Demonstrating Leadership through Emissions Reductions*, in: Rory Sullivan (Ed.), *Corporate Responses to Climate Change: Achieving Emissions Reductions through Regulation, Self-Regulation and Economic Incentives*, Aizlewood's Mill: Greenleaf Publishing, pp. 220-234.

* Daub, C.-H. (2008), *Stand und Entwicklungstendenzen in der Nachhaltigkeitsberichterstattung (State and Developments in Sustainability Reporting)*, in: R. Isenmann and J. Marx Gómez (Hg./Eds.), *Internetbasierte Nachhaltigkeitsberichterstattung - Maßgeschneiderte Stakeholderkommunikation mit IT*, 83-97.

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* Daub, C.-H. und Y. Karlsson (2006), *Corporate Sustainability Reporting: Evidence from the first Swiss benchmark survey*, in: S. Schaltegger, M. Bennett and R. Burritt

(Eds.), *Sustainability Accounting and Reporting*, Dordrech, The Netherlands: Springer, pp. 557-579.

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* Daub, C.-H. and R. Ergenzinger (2005): *Enabling sustainable management through a new multi-disciplinary concept of customer satisfaction*, *European Journal of Marketing*, Vol. 39, Number 9/10, 998-1012.

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Daub, C.-H., Y. Karlsson and S. Stiller (2004), *The growing importance of Stakeholder dialogues in gaining and transferring knowledge*, *Proceedings of the International Conference „Intellectual Capital and Knowledge Management“*, Portorož, Slovenia, 18–20 November 2004, 33-45.

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Daub, C.-H. und D. Pfister (2001), *Identität und Design der Verwaltung im Umbruch*, in: *Visuelle Kommunikation*, Nr. 5, 2001, S. 26-27.

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Daub, C.-H. (1999), *Medien und Konsumenten als Machtfaktoren im Kampf um ethisches Verhalten in der Wirtschaft*, in: *Forum Wirtschaftsethik* 3/99.

Daub, C.-H. (1999), *Konsumenten im Ausland denken anders: Neue Aufgaben für die Unternehmenskommunikation*, in: *Frankfurter Allgemeine Zeitung* vom 8. Juni 1999.

Daub, C.-H. (1999), *Public Relations: Auf dem Wege einer Emanzipation vom Marketing*, in: *Marketing Journal*, Nr. 1, 1999, S. 33-36.

Daub, C.-H. (1999), *Gegen die Vereinnahmung der PR*, in: *Marketing&Kommunikation* Nr. 3, 1999, S. 32-33.

Daub, C.-H. (1999), *Ungleiche Schwestern in der Kommunikationspolitik*, in: B. J. Martini (Hg.), *Handbuch PR: Öffentlichkeitsarbeit und Kommunikations-Management in Wirtschaft, Verbänden und Behörden*, Loseblattausgabe (1999), Neuwied und Kriftel: Luchterhand, S. 1-14.

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Daub, C.-H. und D. Schehrer (1994), *Medien wichtiger als Tourismus: Die Gesamtwirtschaftliche Position der Medien*, in: *Media Trend Journal* 12/1994, S. 51-56.

Current Research Activities

- Project Title:* **Entwicklung eines nachhaltigen Managementsystems für Non-Profit-Organisationen**
- English Title* Developing a Corporate Sustainability Management System for Non-Profit-Organizations
- Funding Sources:* Swiss Innovation Promotion Agency (CTI) + Companies
- Grant:* 620.000 Swiss Francs
- Function:* Head of the project team
- Scientific Partners:* University of Applied Sciences Northwestern Switzerland, Institute of Management; University of Basel, Institute of Sociology
- Corporate Partners:* Greenpeace Switzerland, Hilfswerk der evangelischen Kirchen Schweiz (HEKS), Öbu-Netzwerk für nachhaltiges Wirtschaften
- Duration:* 01.07.2009 - 31.12.2012
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- Project Title:* **Optimierungspotenziale und Evaluationsinstrumente der integrierten Geschäftsberichterstattung Schweizer Unternehmen nach dem GRI G3-Standard**
- English Title* Potentials and evaluation tools for the optimization of integrated triple bottom line reporting of Swiss companies following the new GRI G3 guidelines
- Funding Sources:* Swiss Innovation Promotion Agency (CTI) + Companies
- Grant:* 540.000 Swiss Francs
- Function:* Head of the project team
- Scientific Partners:* University of Applied Sciences Northwestern Switzerland, Institute of Management and Institute of Finance; University of Basel, Programme Sustainability Research
- Corporate Partners:* Die Schweizerische Post, Sulzer AG, Elektrizitätswerk der Stadt Zürich (ewz), Knecht&Müller AG, Ellipson AG
- Duration:* 01.01.2007 - 31.12.2010
-
- Project Title:* **International Sustainability Conference**
- Funding Sources:* Swiss National Science Foundation (SNF), Federal Office für Spatial Development
- Grant:* 120.000 Swiss Francs
- Function:* Chairman
- Scientific Partners:* University of Applied Sciences Northwestern Switzerland, Institute of Management; University of Basel, Institute of Sociology,

Advisory Committee: Prof. Dr. Max Bergman, University of Basel
Prof. Dr. Karl-Werner Brand, Technical University of Munich
Prof. Dr. Paul Burger, University of Basel
Prof. Dr. Claus-Heinrich Daub, University oAS Northwestern
Switzerland
PD Dr. Christoph Görg, Helmholtz Centre for Environmental
Research – UFZ, Leipzig
PD Dr. Ralf Isenmann, University of Bremen
Dr. Andrea Kampschulte, University oAS Northwestern
Switzerland
Prof. Dr. Frank Krysiak, University of Basel
Dr. Christian Plas, Denkstatt, sustainable thinking, Vienna
Dr. Alfred Posch, University of Graz
Dr. Alexandra Sauer, University of Basel
Prof. Dr. Stefan Schaltegger, University of Lüneburg
Prof. Dr. Michael von Hauff, Technical University of
Kaiserslautern
Prof. Dr. Daniel Wachter, Swiss Federal Office for Spatial
Development, Section Sustainable Development, Berne
Dr. Arnim Wiek, University of British Columbia, Vancouver

Duration: 01.01.2005 - 31.12.2012

Project Title: **Basel im Spiegel seiner Bewohner, Besucher und
Unternehmer: Image und Ansprüche an den Wohnort, die
Destination und den Unternehmensstandort Basel**

English Title Basel in the eyes of its inhabitants, visitors and local enterprises.
Image, expectations and demands on Basel as place of
residence, destination and location for entrepreneurs

Funding Sources: Swiss Innovation Promotion Agency (CTI), Companies + Public
Institutions

Grant: 330.000 Swiss Francs

Function: Co-head of the project team

Scientific Partners: University of Applied Sciences Northwestern Switzerland,
Institute of Management; University of Basel, Institute of
Sociology

Corporate Partners: Stadtmaking Basel, Basel Tourismus, Gewerbeverband Basel-
Stadt, Wirtschaftsförderung Basel-Stadt und Baselland, MCH
Messe Schweiz, Statistisches Amt des Kantons Basel-Stadt, Amt
für Wirtschaft und Arbeit Basel-Stadt

Duration: 01.10.2006 - 31.12.2009