



Prof. Dr. Tobias Kretschmer

since 2010 Head of Department Industrial Organization and New Technologies, Ifo Institute
 since 2006 Professor for Strategy, Technology and Organization, LMU
 2001–2006 Lecturer in Strategy and Economics, London School of Economics
 2000–2001 Research Fellow, INSEAD
 2001 Ph.D. in Economics, London Business School
 1996 lic.oec. Strategic Management, University St. Gallen

Research interests: complex technologies, complex organizations and their interactions



Esther Almasdi

2008 Euro correspondent, Sprachen- und Dolmetscher Institut München
 2007 Foreign language correspondent, Sprachen- und Dolmetscher Institut Munich

Responsibilities: office, human resources and budget affairs, event management, administrative support for research and teaching



Dipl.-Kfm. Christoph Dehne

2009 Dipl.-Kaufmann, LMU
 Research interests: M&A performance, diversification strategies, firm performance



Pascal Kober, MSc

2011 MSc Management & Economics, London School of Economics
 2010 BSc Management, LMU
 Research interests: theoretical and empirical industrial organization



Dipl.-Wiwi Christian Peukert

2009 Dipl.-Wirtschaftswissenschaftler, Universität Ulm
 Research interests: IT outsourcing, applied econometrics



Dipl.-Vw. Jan-Christian Tonon

2008 Dipl.-Volkswirt, LMU
 Research interests: intellectual property, entertainment industries, distribution strategies



Dipl.-Volksw. Dainis Zegners

2010 Dipl.-Volkswirt, University of Bonn
 Research interests: theoretical and empirical industrial organization, competition economics



Dipl.-Kfm. Leon Zucchini

2004 Dipl.-Kaufmann, University of Jena
 Research interests: competitive dynamics, telecommunications and video games

Contact:

Institute for Strategy, Technology and Organization
 Munich School of Management
 Ludwig-Maximilians-Universität München
 Schackstr. 4/III
 80539 Munich

Tel: +49 89 2180 6270
 Fax: +49 89 2180 16541
 Mail: isto@bwl.lmu.de
www.isto.bwl.uni-muenchen.de



Institute for Strategy, Technology and Organization

Munich School of Management
 Ludwig-Maximilians-Universität Munich



Short Portrait

The Institute for Strategy, Technology and Organization (ISTO) at the Ludwig-Maximilians-Universität Munich was established by the Deutsche Telekom Stiftung in 2006 and is chaired by Professor Tobias Kretschmer.

In teaching and research the Institute focuses on strategic management, technology convergence and diffusion, and the organization of firms and teams. A majority of research projects deals with high-technology and network industries, and a broad range of methodological tools are employed, including econometric and formal mathematical models, computer simulations, and qualitative research.

Originally called the Institute for Communication Economics, the Institute was renamed to Institute for Strategy, Technology and Organization in 2010 to better reflect our research and teaching focus.

Research Profile

Research at the Institute focuses on the interface between strategic, organizational and economic questions in high technology markets. Using various theoretical, simulation-based and empirical methods, our research comprises three main streams:

Strategic Management	Technology	Organization
<ul style="list-style-type: none">Marketing and pricing strategies in mobile telecommunicationsProduct innovation and market value of mobile phone manufacturersInfluence of strategic and dynamic fit on M&A performanceCompetitive dynamics in mobile telecommunications	<ul style="list-style-type: none">Diffusion and usage intensity of cellular telephonySwitching and upgrade behavior in the software industryAnalysis of strategic interdependencies between video games and consolesSpillovers in IT adoptionRegulation of mobile telecommunications	<ul style="list-style-type: none">Connections between organizational design, IT and firm performanceVertical integration in product developmentCoordination experience and team performance in the video game industryDiffusion of HR Management practices

The Institute was part of the international research program “Explaining Productivity and Growth in Europe, America and Asia”. It has close ties to the International Max Planck Research School for Competition and Innovation, the Institute for Economic Research, and various other international academic institutions. Several large-scale surveys have been conducted at the Institute.

Teaching Concept

Teaching at the ISTO has three main goals: first, to provide students with sound knowledge of management topics, second, to allow them to gain experience with a broad range of methodological tools for research and management, and third to offer them insights into cutting-edge research.

Courses at the Institute concentrate mainly on strategic management, organization and economics in network and high-technology industries, while maintaining a broad overall perspective. Methodologically, the Institute aims to provide students with a broad range of tools for research and management, including formal mathematical and econometric methods as well as case studies and simulation models. Finally, several courses offer students insights into cutting-edge management research.

Teaching thus builds on the Institute’s strengths in methodology and research and aims to provide students with solid theoretical knowledge and practical skills for future positions in research and management.