



Research

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Our field of research comprises all economic aspects of **content production and marketing** by using various **media**. In this context, **business models** as a conceptional frame of reference for understanding any existing structures and designing new business fields particularly on the internet and in mobile media are a main focus.

Special attention is currently paid in particular to Web 2.0 and social media accompanied by any challenges with regard to the marketing of media as well as advertizing services.

Apart from the media and telecommunications industry, **general management and business economics** as well as **organization** are some further areas of activity, particularly with regard to the development and organization of **corporate networks**.

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