

Home



About our Institute:

[Institute brochure \(english\)](#)

[Institutsbroschüre \(deutsch\)](#)

Our Mission:

Our **research mission** is to investigate and design technologies to enhance their social compatibility and long-term marketing success. ([see more >>](#))

Our **teaching mission** is to educate future managers (consultants, marketing managers, venture capitalists, IT managers, etc.) to act knowledgeably in the IT enabled enterprise. ([see more >>](#))

Breaking News:

[intelligentPIA has been released](#)

[Prestigeträchtiger Google NGO-Award geht an unseren E-Marketing Kurs!](#)

[WU-Forschung widerlegt Marketingannahme: aggressive Werbung lohnt sich nicht!](#)

Teaching:

Wirtschaftsinformatik Curriculum
wi-sek-questions@wu.ac.at