

# Press release

## January 14, 2015

## New Faculty at WU

**WU recruited a total of eight new professors in 2014 to strengthen its research and teaching activities. An additional 13 recruitment proceedings are also currently in various stages of completion.**

If a university wants to be internationally competitive, recruiting new faculty is an important profile building tool. "WU is using its hiring policy to further strengthen its efforts to internationalize WU's faculty. International experience is essential to work at WU, as half of our master's programs are taught entirely in English," says WU Rector Christoph Badelt. The new faculty members hired in 2014 hail from Australia, Great Britain, and Luxembourg, but also from Germany and Austria.

### Active recruitment marketing

"To be hired by WU, applicants must have an outstanding international reputation, be published in well-known journals, and have experience in teaching in English. We also approach suitable candidates directly to try and win the best professors for WU," Badelt explains. Successful recruitment is therefore the result of a combination of a pro-active recruiting strategy and the excellent cooperation between the selection committees and the Rector.

### New faculty members (ordered by starting date)

- [Werner Hoffmann](#) (Strategic Management)
- [Phillip Nell](#) (International Business)
- [Harald Eberhard](#) (Austrian and European Public Law)
- [Alexander Rust](#) (International Taxation)
- [Markus Höllerer](#) (Public Management)
- [Almut Köster](#) (English Business Communication)
- [Giuseppe Delmestri](#) (Change Management)
- [Nadia Abou Nabout](#) (Marketing with focus on Interactive Marketing and Social Media)

2015 will also see a number of new professors coming to WU, as there are 13 recruitment proceedings currently open. The first new faculty member of 2015, Harald Oberhofer, Professor of Empirical Economics, will be starting in March.

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