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News

## Swiss University of St. Gall aims to become the global spearhead in research

The Swiss University of St. Gall is launching two new profile sectors offering forward looking solutions for the challenges in business and societies.

With the "Global Centre for Customer Insight" – led by professors Andreas Herrmann, Torsten Tomczak and Wolfgang Ienewein - it is planned to research profoundly the thinking and conduct of customers, and with the creation of the "Global Centre for Entrepreneurship & Innovation " – led by the professors Oliver Gassmann, Dietmar Grichnik and Thomas Zellweger, there are two central growth drivers of the modern economy launched. With specific profile sectors the university seeks to become the global spearhead in research.

Under the motto reinforcing values the university wants to be recognised not only as one of the leading business university in Europe, but to become the global spearhead in research of certain profile sectors.

Three to four sectors of the university are already well situated with their research work in the international academy and practise. These will be reinforced and enhanced and they will be developed to global spearheads in research, stated Dean Thomas Bieger, and added the to be reached goals by setting marked impulses in research, by attracting international renowned researchers to the university and by trying to keep them on long term; by increasing the quality of Research and Teaching in the relevant sectors, by enhancing the international reputation of the university, and by allowing knowledge exchange and economic effects for the region.

The global profile sectors will be funded with CHF 6 to 7 million annually. The funding will be from public means and means from third parties from research collaborations.

Among other measures, it is also planned to enlarge the university's library and other facilities.

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