

# Urs Peter Mueller

Associate Professor of Practice



**Knowledge Group:** Strategy and Operations

**Research Domains:** Sustainability

**Teaching Domains:** Sustainable Supply Chain, Corporate Sustainability, Change Management, Management of Creativity, Managerial Ethics and Responsible Leadership

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## Biography

Urs joined SDA Bocconi as an Associate Professor of Practice in the Knowledge group “Strategy & Entrepreneurship” on April 1, 2019.

Before that he worked as a Lecturer at ESMT Berlin (Germany), which he joined in 2005. He has designed, directed and taught in numerous executive education programs for a wide range of customers and served as program director for ESMT Berlin’s flagship open enrollment program “Executive Transition Program” for more than 10 years.

His research activities focus on business ethics and corporate social responsibility (CSR). In particular, he is interested in how managers in real life do and/or should take decisions with moral dimensions. His work focusses on aspects such as:

- social, organizational, and individual factors that lead normal people to carry out immoral behavior,
- the role of creativity for good decisions with moral components,
- the role of social interaction (moral consultation) before taking a decision,
- the concept of responsibility in business settings, and
- the ability of organizations to increase CSR within their supply chains.

Urs explores these topics through academic research, publications in managerial or public-interest media and through numerous award-winning and best-selling case studies that are available in Harvard, Ivey and The Case Centre.

During and after his Ph.D., Urs worked for slightly more than three years as a management consultant for A.T. Kearney, serving multiple international clients in several different projects.

Over the years, Urs has gained teaching experience in 5 continents, from bachelor students to top-executives, from groups of two to >100 participants, from keynotes to courses over full semesters.

He is or has been a visiting lecturer at ESMT Berlin (since 2019), Porto Business School (since 2008), ESCP Berlin (since 2016), SEED (Hungary; since 2017), and Berlin School of Economics and Law (2018-2019).

Urs is a passionate case study teacher and author – and became a tutor on how to teach with and how to write case studies for The Case Centre in 2013. He is currently writing a book (plus two workbooks) on case study teaching and writing.

Urs earned a first state exam (equivalent to Masters Degree) in German literature, Philosophy and Art history and a Ph.D. in Philosophy from the Georg-August-Universität in Göttingen (Germany).

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## Research Monographs

### **The Ultimate Case Guide: How to Successfully Teach and Write Case Studies**

KUPP, M., U. P. MUELLER - "The Ultimate Case Guide: How to Successfully Teach and Write Case Studies" - 2024, Ubiquity Press

### **Feldkontakte, Kulturtransfer, kulturelle Teilhabe: Winckelmanns Beitrag zur Etablierung des deutschen intellektuellen Felds durch den Transfer der Querelle des anciens et des modernes**

MUELLER, U. P. - "Feldkontakte, Kulturtransfer, kulturelle Teilhabe: Winckelmanns Beitrag zur Etablierung des deutschen intellektuellen Felds durch den Transfer der Querelle des anciens et des modernes" - 2005, Leipziger Universitätsverlag, Germany

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## Cases in International Case Collections

### **MEG AG: A Special Organizational Culture**

SCHAEFER, U., B. SCHMITZ, U. P. MUELLER - "MEG AG: A Special Organizational Culture" - 2023, The Case Centre, Great Britain

### **How Unethical Behavior Creeps into an Organization: Fake Accounts at Wells Fargo**

SCHAEFER, U., U. P. MUELLER - "How Unethical Behavior Creeps into an Organization: Fake Accounts at Wells Fargo" - 2021, The Case Centre, Great Britain

### **Lea Block at Seuzach AG: Initiating Digital Transformation**

MUELLER, U. P., U. SCHAEFER, N. I. GRASSELLI - "Lea Block at Seuzach AG: Initiating Digital Transformation" - 2021, The Case Centre, Great Britain

### **Magellan versus Quesada: To Mutiny or Not to Mutiny**

MUELLER, U. P. - "Magellan versus Quesada: To Mutiny or Not to Mutiny" - 2019, The Case Centre, Great Britain

**Corruption in Russia: IKEA's Expansion to the East (A, B, C, D)**

MUELLER, U. P. - "Corruption in Russia: IKEA's Expansion to the East (A, B, C, D)" - 2016, The Case Centre, Great Britain

**Deutsche Bahn AG: The heartless train conductor**

MUELLER, U. P., U. SCHAEFER - "Deutsche Bahn AG: The heartless train conductor" - 2015, The Case Centre, Great Britain

**Dealing with Low-cost Competition in the Airline Industry (A, B, C)**

MUELLER, U. P., F. BIDAULT - "Dealing with Low-cost Competition in the Airline Industry (A, B, C)" - 2015, The Case Centre, Great Britain

**ESMT's Pitch to EAD Systems (A, B)**

MUELLER, U. P., J. HABEL - "ESMT's Pitch to EAD Systems (A, B)" - 2015, The Case Centre, Great Britain

**Vodafone in Egypt: National Crises and Their Implications for Multinational Corporations (A, B)**

MUELLER, U. P., S. PANDIT - "Vodafone in Egypt: National Crises and Their Implications for Multinational Corporations (A, B)" - 2014, The Case Centre, Great Britain

**Axel Springer and the Quest for the Boundaries of Corporate Responsibility**

BHATTACHARYA, C. B., A. HOFMANN, U. P. MUELLER - "Axel Springer and the Quest for the Boundaries of Corporate Responsibility" - 2014, The Case Centre, Great Britain

**Defining the Purpose for Borussia Dortmund GmbH & Co KGaA**

MUELLER, U. P., U. LINNHOFF, B. PELLENS - "Defining the Purpose for Borussia Dortmund GmbH & Co KGaA" - 2013, The Case Centre, Great Britain

**Waltraud Ziervogel at Konnopke's Imbiss: Re-inventing a Berlin Icon**

MUELLER, U. P., V. ETZOLD - "Waltraud Ziervogel at Konnopke's Imbiss: Re-inventing a Berlin Icon" - 2012, The Case Centre, Great Britain

**Norman Nicholls at Seattle Management Consultants**

MUELLER, U. P. - "Norman Nicholls at Seattle Management Consultants" - 2011, The Case Centre, Great Britain

**Motors for Munchao**

YOUNG, M., U. P. MUELLER - "Motors for Munchao" - 2011, The Case Centre, Great Britain

**Who's Responsible for the Drawbridge Drama?**

MUELLER, U. P., U. SCHAEFER - "Who's Responsible for the Drawbridge Drama?" - 2010, The Case Centre, Great Britain

**Anna Frisch at Aesch AG: Initiating Lateral Change**

MUELLER, U. P., U. SCHAEFER - "Anna Frisch at Aesch AG: Initiating Lateral Change" - 2010, The Case Centre, Great Britain

**Do You Really Think We Are so Stupid?' A Letter to the CEO of Deutsche Telekom (A, B, C)**

KOROTOV, K., U. P. MUELLER, U. SCHAEFER - "Do You Really Think We Are so Stupid?' A Letter to the CEO of Deutsche Telekom (A, B, C)" - 2009, The Case Centre, Great Britain

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## Articles in Scholarly Journals

**Corporate social responsibility and perceived fairness of price increases**

SIPILÄ, J., S. ALAVI, L. M. EDINGER-SCHONS, U. P. MUELLER, J. HABEL, "Corporate social responsibility and perceived fairness of price increases", Psychology & Marketing, 2022, vol. 39, no. 7, pp. 1370-1384

**Exerting Pressure or Leveraging Power: The conventional and extended chain of CSR Enforcement in B2B Supply Chains**

MUELLER, U. P., J. HABEL, M. STIERL, "Exerting Pressure or Leveraging Power: The conventional and extended chain of CSR Enforcement in B2B Supply Chains", Journal of Public Policy and Marketing, Fall 2017, vol. 36, no. 2, pp. 331-347

**The Dirty Dozen: how unethical behaviour creeps into your organisation**

MUELLER, U. P., U. SCHAEFER, "The Dirty Dozen: how unethical behaviour creeps into your organisation", The European Business Review, July 2016, pp. 37-41

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## Contribution to Chapters, Books or Research Monographs

**Combining Case Teaching and Case Writing Creatively**

MUELLER, U. P., M. KUPP, "Combining Case Teaching and Case Writing Creatively" in Case Studies as a Teaching Tool in Management Education., Dominika Latusek (Ed.), IGI Global, pp. 121-140, 2016

**Vodafone in Egypt: National crises and their implications for multinational corporations**

MUELLER, U. P., S. PANDIT, "Vodafone in Egypt: National crises and their implications for multinational corporations" in International management: Managing across borders and cultures, text and cases., Helen Deresky (Ed.), Prentice Hall, 2016

**Minimal change can be best option: Why Berlin snack bar resisted change, (reprint of "Case study: Minimal change can be best." Financial Times. April 30, 2012)**

MUELLER, U. P., V. ETZOLD, "Minimal change can be best option: Why Berlin snack bar resisted change, (reprint of "Case study: Minimal change can be best." Financial Times. April 30, 2012)" in Managing Change, 6th ed., Bernard Burnes (Ed.), Pearson, 2014