

# 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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## 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