

Urs Mueller

Business Ethics

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Curriculum Vitae

Urs joined SDA Bocconi as Associate Professor of Practice in the Knowledge group “Strategy & Entrepreneurship” on April 1, 2019. Before that he worked as 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. 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 show 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 via Harvard, Ivey and The Case Centre.

During and after his Ph.D., Urs worked for a bit 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 collected teaching experiences on 5 continents, from bachelor to top-executives, from groups of two to >100 participants, from keynotes to courses over full semesters.

He is/has been 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).

Publications

Books & Book Chapters

- Müller, Urs and Martin Kupp (2016). “Combining Case Teaching and Case Writing Creatively.” In *Case Studies as a Teaching Tool in Management Education*, ed. Dominika Latusek. Hershey PA: IGI Global.
- Müller, Urs and Shirish Pandit (2016). “Vodafone in Egypt: National crises and their implications for multinational corporations.” In: *International management: Managing across borders and cultures, text and cases*, ed. Helen Deresky. New Jersey: Prentice Hall. (reprint of case study)
- Müller, Urs and Veit Etzold (2014). “Minimal change can be best option: Why Berlin snack bar resisted change.” In *Managing change*, 6th ed. ed. Bernard Burnes, 301–302. Harlow: Pearson Education. (reprint of “Case study: Minimal change can be best.” *Financial Times*. April 30, 2012)
- Müller, Urs (2005). *Feldkontakte, Kulturtransfer, kulturelle Teilhabe: Winkelmanns Beitrag zur Etablierung des deutschen intellektuellen Felds durch den Transfer der Querelle des anciens et des modernes*. Leipzig: Leipziger Universitätsverlag. (= Transfer: Deutsch-Französische Kulturbibliothek; 24)

Articles

- Müller, Urs, Johannes Habel and Marcel Stierl (2017). “Exerting Pressure or Leveraging Power: The conventional and extended chain of CSR Enforcement in B2B Supply Chains.” *Journal of Public Policy and Marketing*. Vol. 36, No. 2 (Fall 2017). p.331–347.
- Müller, Urs and Ulf Schäfer (2016). “The Dirty Dozen: How Unethical Behaviour Creeps Into Your Organisation.” *European Business Review*. July–August 2016. p.37–41.

Conference papers

- Forthcoming: Business & Society Research Seminar, 2019, Vrije Universiteit Amsterdam (VU Amsterdam), School of Business & Economics, Amsterdam, Netherlands (June 20, 2019)
- AMA Winter Academic Conference, 2019, AMA American Marketing Association, Austin, TX, USA (February 22, 2019)
- EBEN Research Conference 2018, EBEN European Business Ethics Network, Vienna, Austria (September 7, 2018)
- EBEN Research Conference 2015, EBEN European Business Ethics Network, Copenhagen, Denmark (October 1, 2015)
- Society for Business Ethics Annual Conference, Society for Business Ethics, Vancouver, Canada (August 1, 2015)
- EBEN Annual Conference 2015, EBEN European Business Ethics Network, Istanbul, Turkey (June 27, 2015)

Related Articles

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