



Dr. Johanna **Häfke-Schönthaler**  
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## Personal Information

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Marital Status: Married  
Citizenship: Austria

### Teaching Fields

Accounting, Controlling, Presentation Techniques, Introduction to Academic Writing, Didactic Aspects of Teaching Business Administration.

### Research Fields

Student Retention and Drop out, Innovative Teaching Methods, Quality Assessment and Management in Higher Education.

## Academic Employment

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*Program Head of Bachelor Studies Business Consultancy – German programs (full time and part time), 09/2006 – 08/2016*

University of Applied Sciences Wiener Neustadt, Wiener Neustadt, Austria.

Responsible for the design of the curriculum and coordination of the course contents; implementation of the curriculum (course sequences and exams); organization and running of faculty meetings and workshops; quality management (e.g. quality circles with students and faculty, responsible for accreditations with the national authorities and with FIBAA); admissions; consulting of students and faculty; teaching of courses in accounting, academic writing and studying and learning in an academic context.

*Head of the Academic Council, 07/2011 – 11/2012*

University of Applied Sciences Wiener Neustadt, Wiener Neustadt, Austria.

Head of the teaching and research faculty, responsible for the organization of the teaching and exams, quality management, head of the quality circle, representing the faculty to external parties.

*Vice-Head of the Academic Council, 11/2009 – 07/2011*

University of Applied Sciences Wiener Neustadt, Wiener Neustadt, Austria.

Assistance to the head of the academic council.

*Head of the Academic Council of the Business Faculty, 11/2009 – 07/2012*

University of Applied Sciences Wiener Neustadt, Wiener Neustadt, Austria.

Responsible for the quality management in the business studies, assistance to the head of the academic council.

*Director of Teaching Quality, 10/2004 – 08/2006*

Department of Economics and Business, Universitat Pompeu Fabra, Barcelona, Spain.

Responsible for increasing communication between teaching institutions; preparing proposals for improving the teaching quality; reorganization of practice sessions; drafting and implementing evaluations of practice sessions; assistance in meetings of the teaching commission; revising course evaluations.

*Pedagogical Advisor, 10/2003 – 08/2006*

UPF MBA full time, Department of Economics and Business, Universitat Pompeu Fabra, Barcelona, Spain.

Responsible for drafting policy document; participation in general management meetings; participation in curriculum design; advising in the selection of faculty; coordination of course contents; assistance in grades meetings; organization and moderation of faculty workshops; advising professors in implementing their courses; drafting teaching an program evaluation forms; running and reporting on individual feedback meetings with all faculty members.

*Visiting Assistant Professor, 09/2000 – 08/2006*

Department of Economics and Business, Universitat Pompeu Fabra, Barcelona, Spain.

Responsible for preparation and coordination of study materials; teaching of accounting; holding office hours, preparing, proctoring and grading exams; participation in grades meetings.

*University Assistant, 02/1993 – 01/1997*

Department of Business Education, Vienna University of Economics and Business, Vienna, Austria.

Responsible for study materials of the department; teaching of accounting and teaching methods.

*Research Assistant, 04/1991 – 01/1993*

Department of Business Education, Vienna University of Economics and Business, Vienna, Austria.

Responsible for preparation of study materials; evaluation of accounting exams; editorial assistance for the accounting textbook of Steiger/Schneider and for "Inform and Motivate" (in German).

## **Professional Employment**

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*Controller, 09/1996 – 09/2000*

Österreichischer Sparkassenverband, Vienna, Austria.

Responsible for introduction of cost accounting and teaching of introductory courses in controlling for member banks; participation in quarterly reports to member banks and early warning system to prevent bank failures; reorganization of internal benchmarking of member banks, presentation and discussion of the results with boards of directors, accountants, marketing managers and controllers.

*Coordinator of Business Administration Sequence of the First Central and Eastern European Trainee Program, 10/1992 – 12/1993*

Creditanstalt Bankverein, Vienna, Austria.

Responsible for planning of the content and structure of the business administration courses; selection of teachers and preparation of course material; coaching of seminar participants; teaching of courses in financial accounting and presentation techniques.

*Accountant, 09/1992 – 12/1996*

Josef Schönthaler GmbH, Pernitz, Austria.

Responsible for financial and managerial accounting.

## **Teaching Experience**

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Responsible for planning and delivering lectures including development of course materials, holding office hours, preparing, proctoring and grading exams. Class sizes varied from 15 for presentation techniques to 550 for introductory accounting. Undergraduate and

graduate level (full time MBAs as well as executive MBAs, PhD students). Teaching languages: German and English.

*Distinctions Top 10 % of faculty for the following course*

- Intermediate Financial Accounting, Spring 2007 – 2016.
- Fundamentals of Accounting, Fall 2006 – 2015.
- Topics in Management Accounting, Winter 2005.
- Cost and Management Accounting, Spring 2003.
- Cost Accounting I, Spring 2002, 2003.
- Introduction to Financial Accounting, Fall 2002, 2004.

*Graduate Courses*

- *Topics in Management Accounting*, optional MBA part time and full time course at Universitat Pompeu Fabra, Barcelona, Spain: Winter 2005, 2006.
- *Case Talk in Accounting, Financial English*, organized by the British Council at IdEC, Barcelona, Spain: Winter 2005, Fall 2006.
- *Accounting for Managers*, optional PhD course and core MBA full time course at Universitat Pompeu Fabra, Barcelona, Spain: Fall 2004, 2005.
- *Cost and Management Accounting*, core MBA full time course at Universitat Pompeu Fabra, Barcelona, Spain: Spring 2003, 2004.
- *Cost and Management Accounting*, optional PhD course at Universitat Pompeu Fabra, Barcelona, Spain: Winter 2001.

*Undergraduate Courses*

Accounting

- *Intermediate Financial Accounting*, core course at University of Applied Sciences Wiener Neustadt, Wiener Neustadt, Austria: 2007 – 2016.
- *Fundamentals of Accounting*, core course at University of Applied Sciences Wiener Neustadt, Wiener Neustadt, Austria: 2006 – 2015.
- *Cost Accounting II*, elective course at Universitat Pompeu Fabra, Barcelona, Spain: Spring 2001 – 2003.
- *Introduction to Financial Accounting*, core course at Universitat Pompeu Fabra, Barcelona, Spain: Fall 2001 – 2005.
- *Intermediate Accounting*, core course at Vienna University of Economics and Business, Vienna, Austria: 1993 – 1996.
- *Introduction to Financial Accounting*, core course at Vienna University of Economics and Business, Vienna, Austria: 1993 – 1997.

Others than Accounting

- *Academic Writing*, core course at University of Applied Sciences Wiener Neustadt, Wiener Neustadt, Austria: 2012 – 2016.
- *Studying and Learning in an Academic Context*, core course at University of Applied Sciences Wiener Neustadt, Wiener Neustadt, Austria: 2009 – 2015.
- *Presentation Techniques*, core course at Vienna University of Economics and Business, Vienna, Austria: 1995 – 1996.

*Professional Courses*

*Controlling* at Sparkassenakademie, Vienna, Austria: 1997.

## Education

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*Dr.rer.soc.oec* Business Education (with distinction), November 1999, Vienna University of Economics and Business (Wirtschaftsuniversität Wien), Vienna, Austria.

Dissertation:

“Zur Problematik der universitären Studieneingangsphase – Eine empirische Untersuchung an der Wirtschaftsuniversität Wien und an der Veterinärmedizinischen Universität Wien”

Transl.: „The First Year of Studies – An Empirical Investigation at the Vienna University of Economics and Business and the Vienna University of Veterinary Medicine“

Committee Chairperson: Wilfried Schneider

*Mag.rer.soc.oec* Business Education, Vienna University of Economics and Business, Vienna, Austria.

## **Fellowships and Awards**

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Vienna University of Economics and Business Award for Extraordinary Achievements in Upper Division 1992 (Leistungsstipendium, zweiter Studienabschnitt).

Vienna University of Economics and Business Award for Extraordinary Achievements in Lower Division 1989 (Leistungsstipendium, erster Studienabschnitt).

## **Publications**

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„StudentInnenretention – Theorie und Umsetzung an der Fachhochschule Winer Neustadt“, in Heimerl, P.; Katzettl, F.; Pramhas, G. (Hrsg.): *Lehrer, Vordenker, Unternehmer*, facultas Universitätsverlag, Wien 2010, S. 71 – 85.

(joint with Schneider W.) „Zur Problematik der Drop-Out-Analyse an der Wirtschaftsuniversität Wien“, *WU-Memo*, vol 15, Wien 1999, S. 11 – 14.

(joint with Fritz H.) „Betriebsvergleich NEU“, *Betrieb und Markt*, Wien 1997.

„Die Studieneingangsphase an der Veterinärmedizinischen Universität Wien – Vorbild für die Wirtschaftsuniversität?“, in Fortmüller, R.; Aff, J. (Hrsg.): *Wissenschaftsorientierung und Praxisbezug in der Didaktik der Ökonomie*, Manz Verlag, Wien 1996, S. 99 – 121.

(joint with Schneider W.) „Chancen und Risiken einer Eingangsphase“, *Österreichische Hochschulzeitung*, vol 7/8, Wien 1996, S. 18 – 19.

(joint with Steiger C.) „Zehn Klausuren und weitere mögliche Prüfungsbeispiele mit Lösungen zu Grohmann-Steiger/Schneider: Einführung in die Buchhaltung im Selbststudium“, Service Verlag, Wien 1992.

## **Seminar and Conference Presentations**

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„When to Select – Assessing the Predictive Power of the First Year of Studies“, Business Seminar at Universitat Pompeu Fabra, Barcelona, Spain, March 2001.

„Die Studieneingangsphase an der Veterinärmedizinischen Universität Wien – Vorbild für die Wirtschaftsuniversität?“, Symposium on Wissenschaftsorientierung und Praxisbezug in der Didaktik der Ökonomie at Vienna University of Economics and Business, Vienna, Austria, February, 1996.

## **References**

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Available upon request.