

Press release Starrag 10-2021

Winner of the “Christian Belz award for reality-oriented marketing management”



Ceremony of the Christian Belz marketing award (from left to right): Prof. em. Dr Christian Belz (University of St. Gallen), Dr Anna Selent, Dr Christian Walti (Starrag AG)

St. Gallen

The Institute of Marketing and Customer Insight at the University of St. Gallen and Starrag Group presented the second "Christian Belz award for reality-oriented marketing management" to Dr Anna Selent at the marketing industry talks on October 4th. The award recognises the best dissertation among all marketing professors at the University of St. Gallen for relevant, problem-oriented, substantial and innovative results over the last two years.

CHF 10,000 has been donated for the prize. In addition to its technological innovation in the construction of machine tools, Starrag also promotes new ways of working with customers to holistically increase the benefits to them.

As part of her research, Dr Anna Selent looked at purchasing-related digital customer interactions and their hubs in the industrial software industry, defining 'digital interaction hubs' as an innovative approach to marketing and sales in business-to-business markets.

In her study, Selent explored purchasing-related digital interactions from the perspectives of the relevant buyer persona and the provider, and analysed the online content of several software providers. She defines 'digital interaction hubs' as virtual places, which have a high density of purchase-related interactions and which comprise Internet-based communication, transaction and interaction centres. These hubs enable providers to have structured access to address a buyer's information needs and interactions, to accompany buyers along their buyer's journey and to positively influence the buyer - regardless of when the buyer journeys have started and at what stage they are at.

University of St. Gallen (HSG)

The University of St. Gallen (HSG) is the university of the canton St. Gallen and the university of economics for Switzerland. Internationality, practical relevance and an integrative view have characterised education at the HSG since its founding in 1898. Today, the university educates over 8,500 students from 84 states in subjects including business administration, economics, law, social sciences and international relations. With success: The HSG is one of Europe's leading business universities, coming fourth place in the Financial Times European Business School Ranking in 2017.

The Financial Times also named the master's in Strategy and International Management (SIM-HSG) as the best master's programme in management for the seventh year in a row. The university has received an international hallmark of excellence with its EQUIS and AACSB accreditations. Alongside the various degree levels – bachelor's, master's, doctorate and PhD – the HSG also offers high-quality, comprehensive opportunities for further education. The focal points for research at the HSG are its 41 institutes, research sites and centres, which are a mostly autonomous, integral part of the university and are largely self-financed.

The Institute for Marketing is one of the oldest and largest institutes of the University of St. Gallen.

Company profile Starrag High-precision machine tools for greater productivity

Starrag Group is a global technology leader in manufacturing high-precision machine tools for milling, turning, boring and grinding workpieces of metallic, composite and ceramic materials. Principle customers are internationally active companies in the Aerospace, Energy, Transportation and Industrial sectors (Industrial Components, Luxury Goods, Med Tech). In addition to its portfolio of machine tools, Starrag Group provides integrated technology and maintenance services that significantly enhance customer quality and productivity.

The umbrella brand Starrag unites the product ranges Berthiez, Bumotec, Dörries, Droop+Rein, Ecospeed, Heckert, Scharmann, SIP, Starrag, TTL and WMW. Headquartered in Rorschach/Switzerland, the Starrag Group operates manufacturing plants in Switzerland, Germany, France, the UK and India and has established a network of sales and services subsidiaries in the most important customer countries.

The shares of Starrag Group Holding AG are listed on the SIX Swiss Exchange.

For more information:

Prof. em. Dr Christian Belz
Institut für Marketing und Customer
Insight der Universität St. Gallen
Dufourstrasse 40a
9000 St. Gallen
+41 79 543 60 54
christian.belz@unisg.ch

For more information:

Dr Christian Walti (CEO)
Starrag Group
Seebleichstrasse 61
9404 Rorschach
+41 71 858 81 11
media@starrag.com