

# WOMEN & ACADEMIA: INSIDE AND INSIGHTS

Are you a female student at the Faculty of Business and Economics and interested in an academic career?

Are you unsure if this could be an option for you? Do you want to know what a professor does every day?

Come and get answers to your questions by speaking with 2 female professors.

**Who?** Female students (Bachelor or Master)

**When?** On October 29, 2025, 10 to 12 a.m.

**Where?** Faculty Club, House of Finance

>>> Please register here  
by October 21, 2025:



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During a small group discussion, you meet two professors:



**Prof. Gabriela Alves Werb, Ph.D.** holds the Chair of Business Information Systems at Frankfurt University of Applied Sciences. As a founding member of the Sustainable Finance Research Lab (SuFiRe) and holder of an innovation professorship with the “Sustainability Monitor” project, she develops solutions to close gaps in sustainability data. As a data science expert, she supports the German Federal Bank's Research Data and Service Center in innovation projects that tap into alternative data sources and methods to provide high-quality microdata for academic research.



**Prof. Dr. Anna Rohlfing-Bastian** is Professor of Managerial Accounting at Goethe-University Frankfurt. In her research, she investigates the interplay of performance measures, incentives, and organizational design and how transparency affects investment decisions, the design of incentives, or managerial reporting choices. Moreover, she investigates how personality traits affect decision-making of economic agents. Her work has been published in *The Accounting Review*, *the Review of Accounting Studies*, and *the Journal of Management Accounting Research*. Anna is a principal investigator at the TRR 266 - Accounting for Transparency and the DFG-funded project “Personality Traits and Incentives”. Moreover, she is the current president of the German Economic Association of Business Administration (GEABA e.V.).