

PROF. DR. MIRIAM MUETHEL

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MIRIAM MUETHEL (BSc in Business Informatics, MSc in Business Administration, PhD in Management) holds the Chair for Organizational Behavior at WHU – Otto Beisheim School of Management. From 2014 - 2016, Professor Muethel has been a Network Fellow at the Safra Center for Ethics at the Harvard University. In spring 2017, she became a Visiting Scholar at the Minda de Gunzburg Center for European Studies at Harvard University.

Professor Muethel's research interests lie at the intersection of business ethics, leadership and international management. Her current work focuses on how firms react to corporate and individual failure. Based on her work on learning from failure, Professor Muethel is a distinguished speaker at scientific as well as practitioner events.

In this vein, in 2015, Professor Muethel shared her insights on how banks can learn from failure in the aftermath of the financial crisis at the Harvard University Safra Center for Ethics's Conference on "Ending Institutional Corruption". In 2018, Professor Muethel was invited by the German Federal Minister of Defense, Dr. Ursula von der Leyen to discuss the state of the German Federal Forces' culture change program, which has been set up in the aftermath of a misconduct scandal in 2017. In front of about 150 military leaders including the Federal Minister of Defense and the Inspector General of the German Armed Military Forces, she elaborated on the difference between a "culture of fear" and a "culture of responsibility" and offered managerial implications of how the German Armed Federal Forces might foster a culture of responsibility. In February 2020, she spoke to the Volkswagen Supervisor Board, sharing her insights on culture change and learning from failure. From January 2020 to December 2022, Prof. Muethel served as Senior Advisor to the Volkswagen AG, helping the company to develop an ethical leadership skillset as means to foster behavioral integrity and to thus to prevent ethical failure in the future. Among others, she developed a Train-the-Trainer Program on ethical leadership for Volkswagen. The program has been implemented worldwide, with more than 150 trainers relying on her ethical leadership approach.

Professor Muethel has teaching experience in business ethics, leadership, and organizational behavior at the BSc, MSc, and MBA-level. She also conducts management trainings for German DAX 30 companies at various levels, including corporate management and supervisory boards. In addition, Professor Muethel teaches in the WHU Executive Education Program on "How to fail forward". In addition, she is an adjunct member of the Henkel Center for Consumer Goods, a collaboration between WHU and Henkel, where she contributes her expertise with regards to leadership in challenging situations.

Professor Muethel has published in internationally leading scientific journals, such as the Academy of Management Journal and practitioner journals, such as the MIT Sloan Management Review. Her work has furthermore been covered by international media, such as the Financial Times.