

**HOCHSCHULE
MAINZ**

University of
Applied Sciences



WIMM RESEARCH GROUP

BUSINESS INFORMATICS AND MEDIA MANAGEMENT

Creating, communicating and researching
people-centered innovations for Digital Media

Prof. Dr. Sven Pagel

wimm.hs-mainz.de

As of: 06.10.2026



1.
Team



2.
Skills
profile



3.
Methods &
Tools



4.
Reference
projects



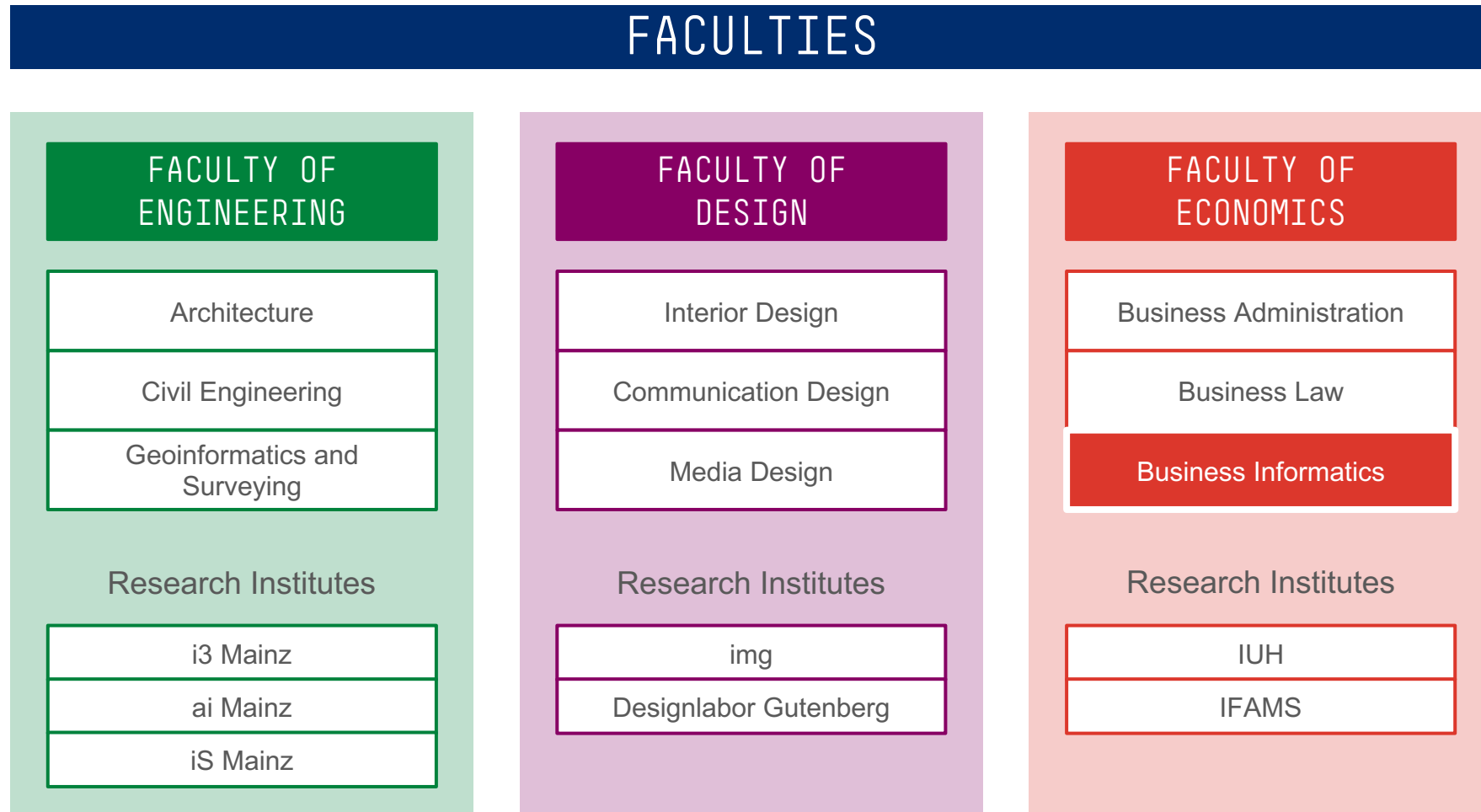
5.
Cooperations



1. TEAM

Picture source: <https://www.pexels.com/photo/people-coffee-meeting-team-7096/>

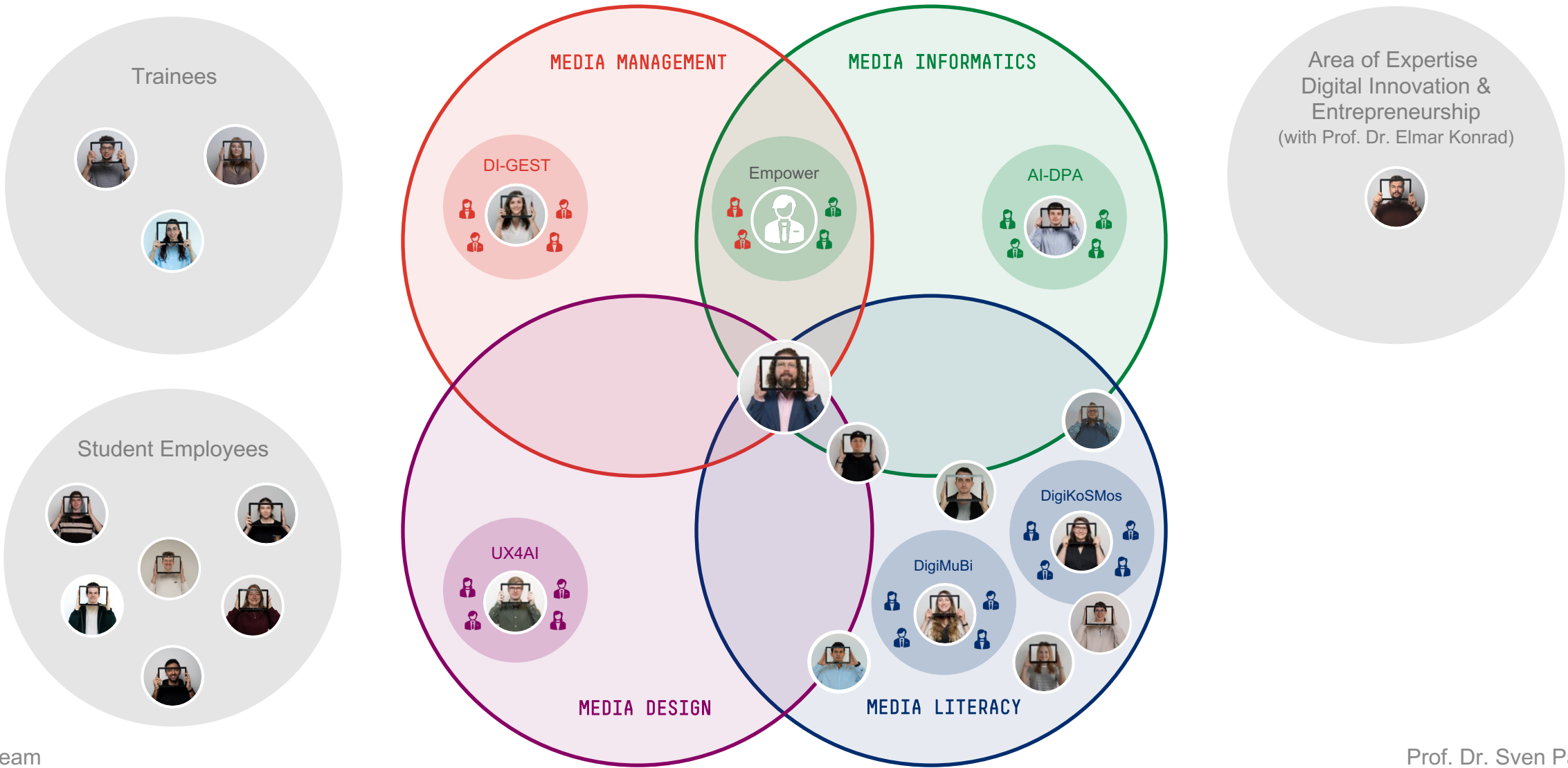
Three faculties



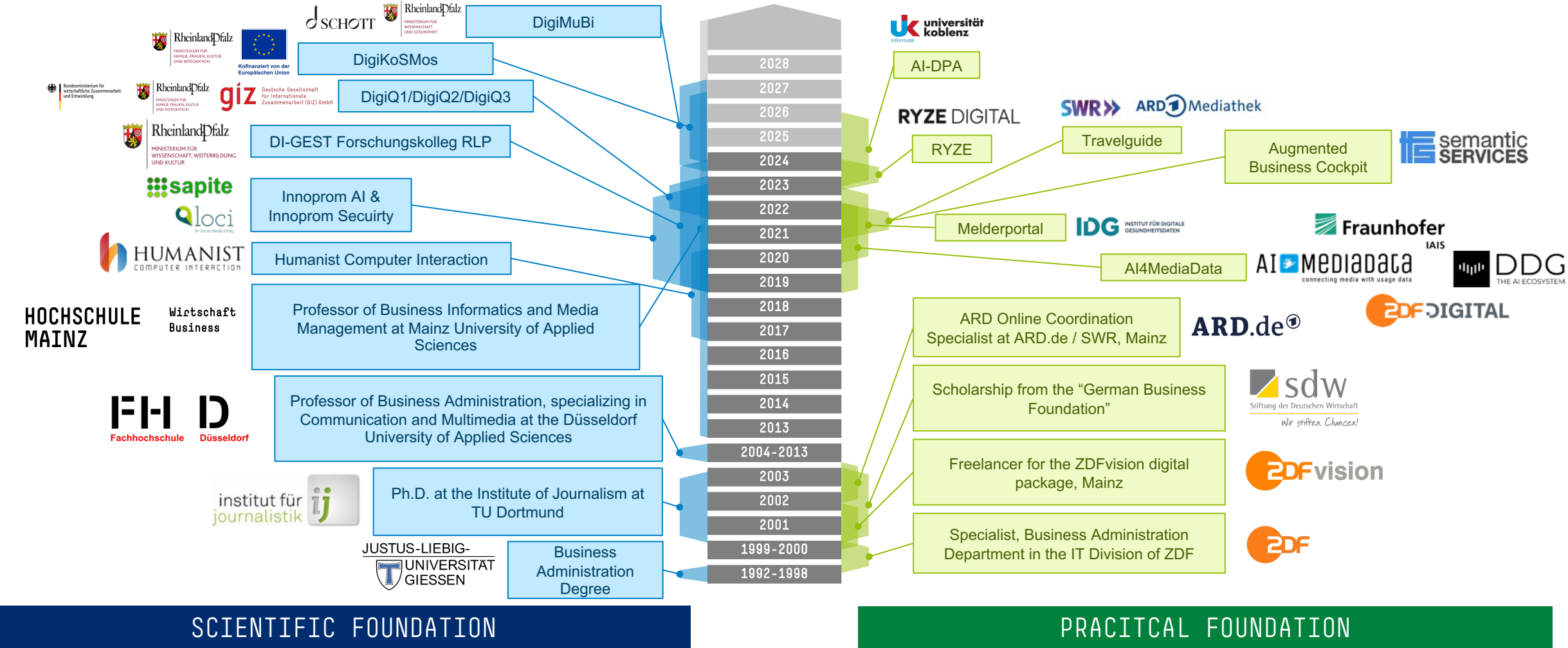


THIS IS WIMM

Our goal: Creating, communicating, and researching people-centered innovations for digital media



Prof. Dr. Sven Pagel: Research and practical projects built on a dual foundation





2. Skills profile

Picture source: <https://www.pexels.com/photo/writing-notes-idea-class-7103/>

Four areas of expertise

RESEARCH GROUP MANAGER



Prof. Dr.
Sven Pagel

ACADEMIC DISCIPLINE

MEDIA MANAGEMENT

MEDIA INFORMATICS

MEDIA DESIGN

AREA OF EXPERTISE



DIGITAL
CONSUMER RESEARCH



ANGEWANDTE
KÜNSTLICHE INTELLIGENZ



USER INTERFACE/
USER EXPERIENCE RESEARCH

HEAD OF THE AREA OF
EXPERTISE



Elena Höfer
M.Sc.



Flavio Horbach
M.Sc.



Alexander
Rossner
M.Eng.

DESCRIPTION OF AREA OF
EXPERTISE

Digital media environments are transforming customer communication. We analyze how these changes influence customer behavior and preferences and highlight the implications for businesses.

From 360-degree footage to YouTube content, branding videos, and media libraries, each genre presents its own specific challenges. AI offers numerous opportunities for media production.

Software applications in the media, healthcare, and mobility sectors must be optimized for users. We design human-machine interaction interfaces.

FOUNDATION

MEDIENBILDUNG



Janna ten Thoren
M.A.

Digitalization permeates all areas of life, but the needs of different social groups (including K-12 students, college students, and company employees) vary. We research and develop customized teaching and learning formats tailored to the needs of learners and educators.

HEAD OF AREA OF EXPERTISE

DESCRIPTION OF AREA OF EXPERTISE

Five completed and five ongoing collaborative doctoral projects

Ongoing	Ph.D. Students	Subject	Primary Reviewer/Advisor	Second Reviewer/Advisor
Since 2025	Janna ten Thoren M. A.	Digital Learning Formats in Music Education	Univ.-Prof. Dr. Jasmin Bastian, Institut für Erziehungswissenschaft, Johannes Gutenberg-Universität Mainz	Prof. Dr. Sven Pagel
Since 2024	Flavio Horbach, M. Sc	(Predictive) Process Science	Univ.-Prof. Dr. Patrick Delfmann, Leiter der Forschungsgruppe Process Science, Institut für Informatik, Universität Koblenz	Prof. Dr. Sven Pagel
Since 2020	Elena Höfer, M. Sc.	Digital Storytelling	Univ.-Prof. Dr. Oliver Emrich, Lehrstuhl für Management, insb. Soziale Medien, Universität Mainz	Prof. Dr. Sven Pagel
Since 2020	Alexander Rossner, M. Eng.	UX4AI: User Experience for AI-Based Systems	Prof. Dr. Ralf Dörner, Hochschule RheinMain, Promotionszentrum Angewandte Informatik (PZAI)	Prof. Dr. Sven Pagel
Since 2018	Marc Aurel Schubert, M. Sc.	IT Security and Data Protection in the Cloud	Univ.-Prof. Dr. Harald F. O. von Korflesch, Institut für Informatik, Universität Koblenz	Prof. Dr. Sven Pagel
Completed	Ph.D. Students	Subject	Primary Reviewer/Advisor	Second Reviewer/Advisor
2019-2024	Dr. Marcel Hauck	AI in Marketing Automation and Video-on-Demand Systems	Univ.-Prof. Dr. Franz Rothlauf, Lehrstuhl für Wirtschaftsinformatik und BWL, Universität Mainz	Prof. Dr. Sven Pagel
2017-2022	Dr. Tobias Simon	Validating the Innovation Potential of Virtual Research Environments	Univ.-Prof. Dr. Harald F. O. von Korflesch, Institut für Informatik, Universität Koblenz	Prof. Dr. Sven Pagel
2015-2022	Dr. Tobias Scholz	Co-Shopping	Prof. Dr. Jörg Henseler, Faculty of Engineering Technology, Universiteit Enschede, NL	Promoter: Prof. Dr. Sven Pagel
2016-2020	Prof. Dr. Sibylle Kunz	Determinants of HCI Design for Digital Reading Media	Univ.-Prof. Dr. Svenja Hagenhoff, Lehrstuhl für Electronic Publishing, Universität Erlangen-Nürnberg	Prof. Dr. Sven Pagel
2012-2016	Dr. Bastian Dinter	Perception and Knowledge Acquisition in Moving-Image-Based Product Presentations in E-Commerce	Univ.-Prof. Dr. Karim Sadrieh, Lehrstuhl für E-Business, Universität Magdeburg	Prof. Dr. Sven Pagel

3. METHODS & TOOLS

Picture source: <https://www.pexels.com/photo/close-up-of-drinking-glass-248152/>

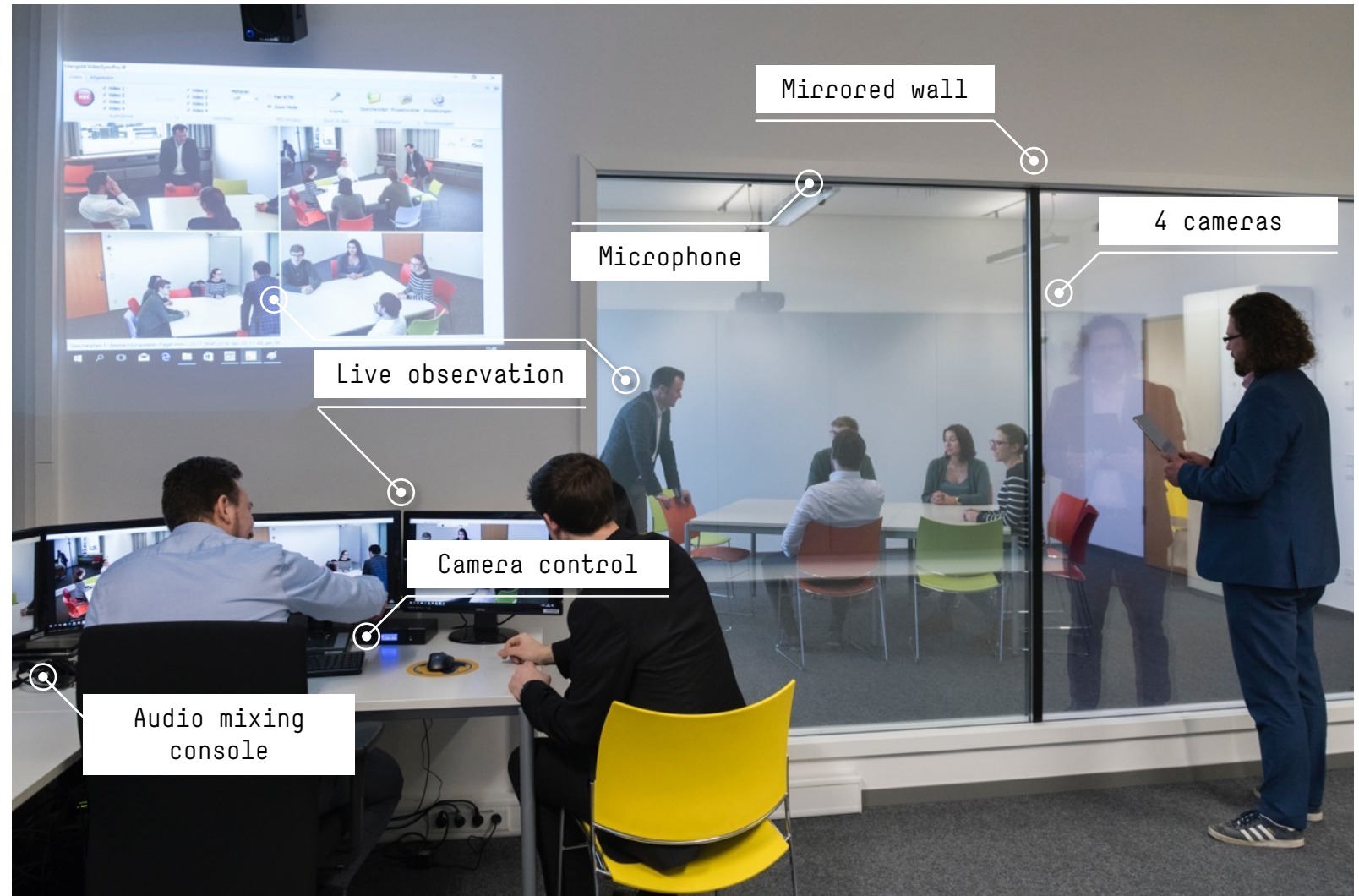
Overview of the tools

REQUIREMENTS ENGINEERING	USER EXPERIENCE DESIGN	VALIDATION
 Observation: Usability tests Eye tracking Face tracking  Interview: Focus group interviews Expert interviews Retrospective think aloud Online/offline surveys  Data analysis: Content analysis Web analytics Social media analytics	 Concept: Product and process innovations Feasibility studies Strategy development  Development: Prototyping Specifications Secure software development  Production: Audio Video Interactive	 Analysis: Benchmarking analysis Market analysis Literature analysis  Testing: Usability tests

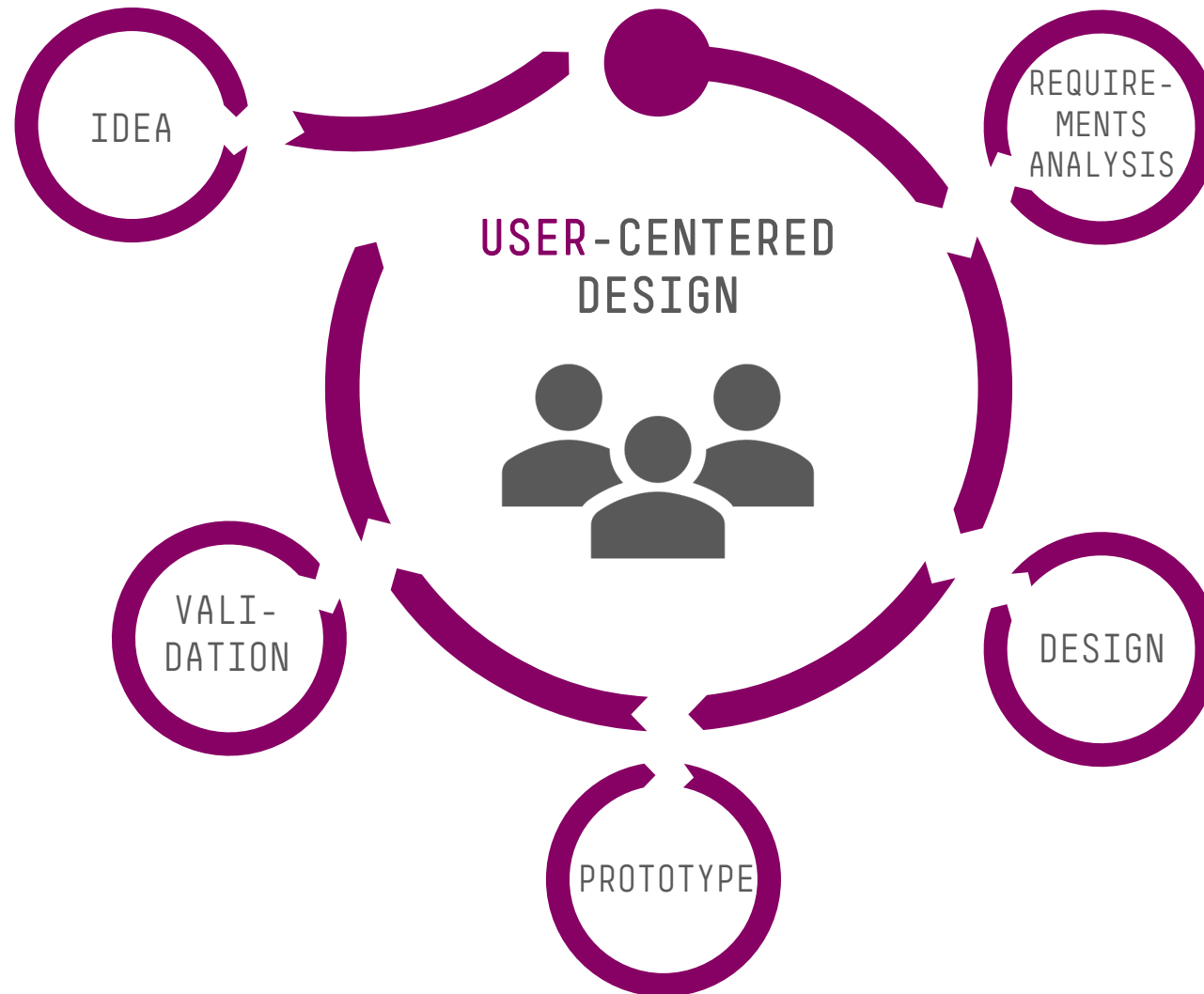
Exclusive Facilities in the Faculty of Economics

Features

- Spatially separated real time observation using a mirrored wall
- Video and audio recording (remote-controlled 360° cameras)
- Eye-tracking systems (including stationary and mobile systems)
- Emotion tracking systems (including facial expressions and skin conductance)
- AR / VR
- and much more



Development and usage process

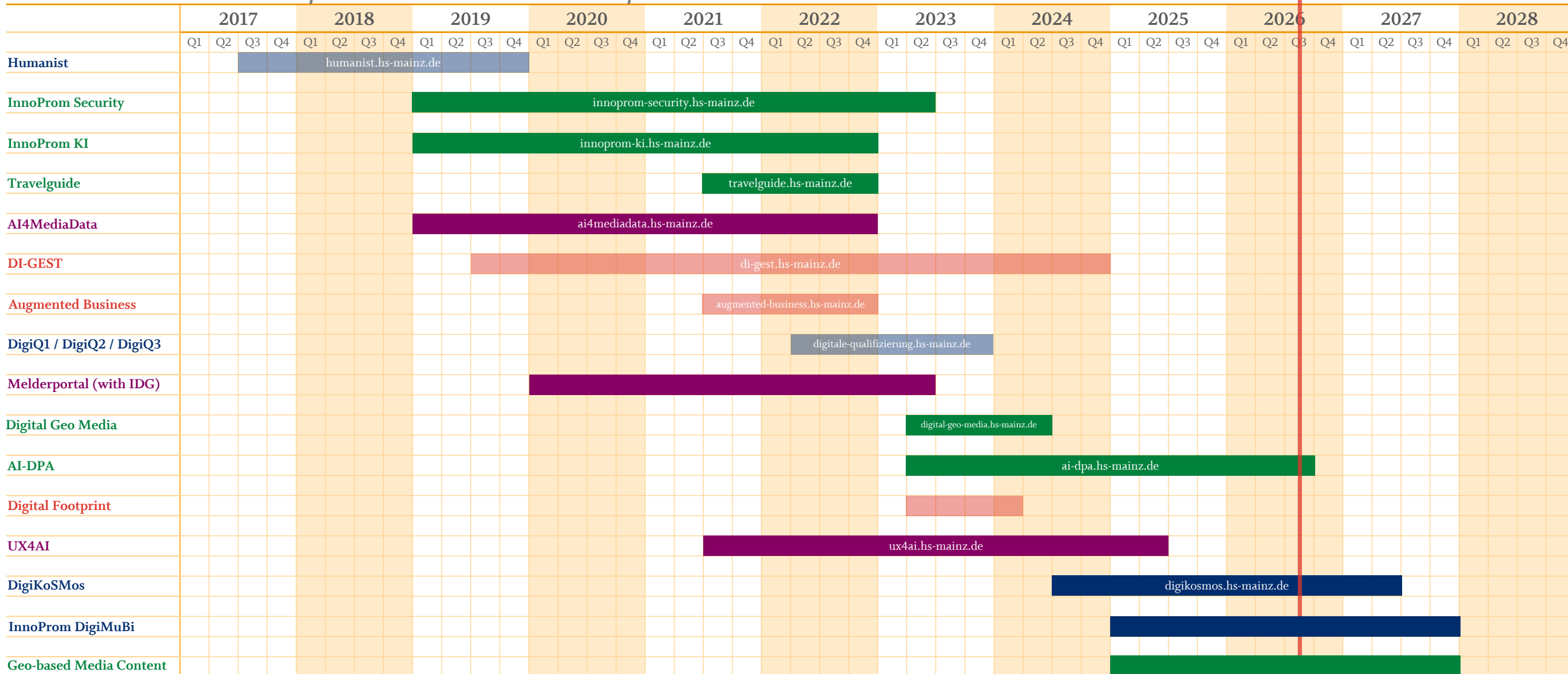


4. REFERENCE PROJECTS

Picture source: <https://www.pexels.com/photo/macbook-air-apple-pen-notes-7377/>

OVERVIEW OF WIMM'S PROJECTS

2017 to 2027: Past performance and future performance

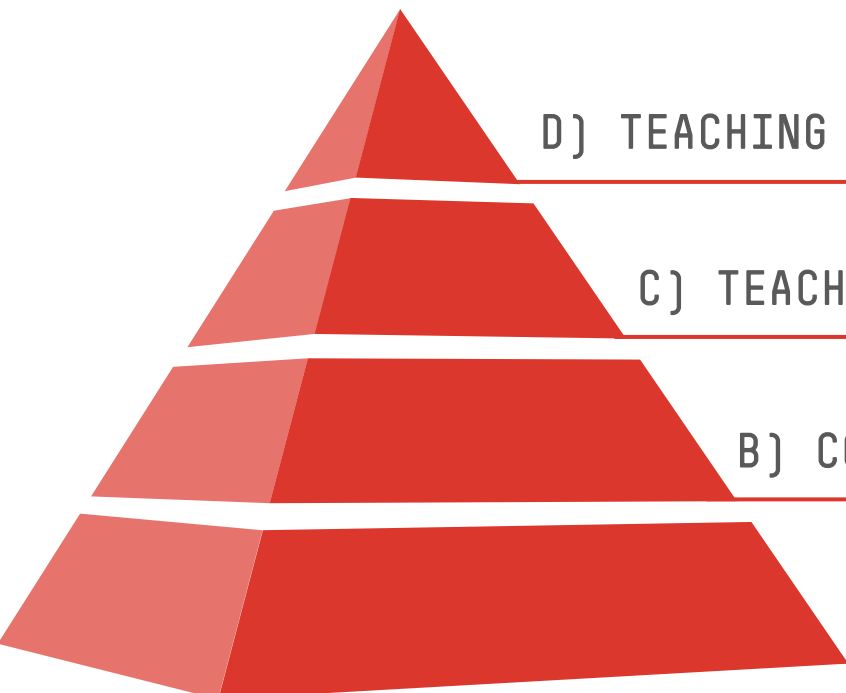


4. Reference projects

Today

Prof. Dr. Sven Pagel

Forms of collaboration



D) TEACHING PRACTICE PROJECTS (one semester, with students)

C) TEACHING AND RESEARCH PROJECTS (one semester, with students)

B) COMMERCIAL TRANSFER PROJECTS (annual, with employees)

A) HIGH-PROFILE RESEARCH PROJECTS (multi-year, with employees)

A) HIGH-PROFILE RESEARCH PROJECTS (MULTI-YEAR)

Example A1 “RLP Research College,” example A2 “BMWK Project,” and example A3 “EU ERDF InnoProm”

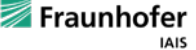

JOHANNES GUTENBERG
UNIVERSITÄT MAINZ


Rheinland-Pfalz
MINISTERIUM FÜR
WISSENSCHAFT, WEITERBILDUNG
UND KULTUR

Gefördert durch:


Bundesministerium
für Wirtschaft
und Klimaschutz
aufgrund eines Beschlusses
des Deutschen Bundestages


ZDF DIGITAL


Fraunhofer
IAIS


DDG
THE AI ECOSYSTEM


sapite


Rheinland-Pfalz
MINISTERIUM FÜR
WISSENSCHAFT, WEITERBILDUNG
UND KULTUR


JOHANNES GUTENBERG
UNIVERSITÄT MAINZ


loci
Ihr Social Media Erfolg


Universität
Koblenz
weiterdenken

Example B1 “Travelguide” and example B2 “Augmented Business Cockpit”



ARD Mediathek

SWR

„Travelguide-Schnittstelle (5GMedia2Go)“ travelguide.hs-mainz.de

Objective: Integration of audiovisual media services into vehicle infotainment systems.

Tasks: In collaboration with this consortium of companies from the automotive and telecommunications industries, the project aims to enable the integration of audiovisual media services—such as linear TV, access to the ARD media library, and location-based content—into automotive infotainment systems.

Funding: Commissioned by SWR as part of the 5GMedia2Go consortium in cooperation with Porsche.

Duration: September 1, 2021 – December 31, 2022

semantic
SERVICES

„Augmented Business Cockpit (ABC)“ augmented-business.hs-mainz.de

Objective: Using AR and AI, a novel form of data visualization is being developed for the analysis of complex data and for training purposes.

Tasks: Employee training blends the real and virtual worlds. By wearing AR glasses, trainees are presented with immersive 3D holograms in their natural work environment (e.g., their own office) that are essential for learning new concepts.

Funding Program: The research project was funded by the InnoTop technology funding program of the MWVLW RLP.

Duration: July 1, 2021 – December 31, 2022

Example C1: “Schott Music” and example C2: “lehrer-online.de”



**„Augmented Reality in der Musikpädagogik“
Projektarbeit mit Schott Music GmbH & Co. KG
dim.hs-mainz.de**

Objective: Market analysis of “augmented reality” and “audio-video streaming” for a music publisher.

Tasks: Activities included conducting interviews and performing content analyses.

Funding: Pro bono project

Duration: Summer semester 2022 and winter semester 2022/23



**Teaching and research project
„Usability-Analyse des Onlineportals lehrer-
online.de“**

Objective: To conduct a usability analysis of the online portal lehrer-online.de. The goal is to develop recommendations for improving usability in terms of content, design, and technology.

Tasks: Preparing and conducting a usability test using eye-tracking and qualitative interviews, analyzing the results, and developing mockups, wireframes, and screen designs.

Funding: Pro bono project

Duration: Winter Semester 2021/22

Example D1: “Mainzer Stadtwerke AG” and D2: “Explanatory Videos”



**„Digital Signage Device zur
Mitarbeiterkommunikation“
Mainzer Stadtwerke AG**
dim.hs-mainz.de

Objective: Design a gesture-controlled user interface for an interactive digital signage device / information screen for employee communication.

Tasks: Prototype design of a gesture-controlled user interface for an interactive digital signage device / information screen for employee communication.

Funding: Commissioned by Mainzer Stadtwerke

Duration: Winter Semester 2017/18



**„Erstellung von Erklärvideos“
EMPOWER**
empower-rlp.de

Objective: To create 90-second explanatory videos to help citizens understand the EMPOWER projects.

Tasks: Planning and drafting a proposal; filming interviews and stock footage using professional equipment; and designing and animating graphics in line with the corporate design.

Funding: Funded by the BMBF under the “Innovative University” program

Duration: Summer Semester 2024 and Winter Semester 2024/25

A photograph of a modern office interior, featuring a long hallway with large windows on the left, a mezzanine level with glass railings, and a series of pendant lights hanging from the ceiling. The image is overlaid with a semi-transparent purple filter. In the foreground, there are some tables and chairs, and a potted plant. The text "5. COOPERATIONS" is centered in the middle of the image.

5. COOPERATIONS

SELECTION OF PREVIOUS PARTNERS

Research Institutions



Media Companies



Industrial Companies



Service Institutions

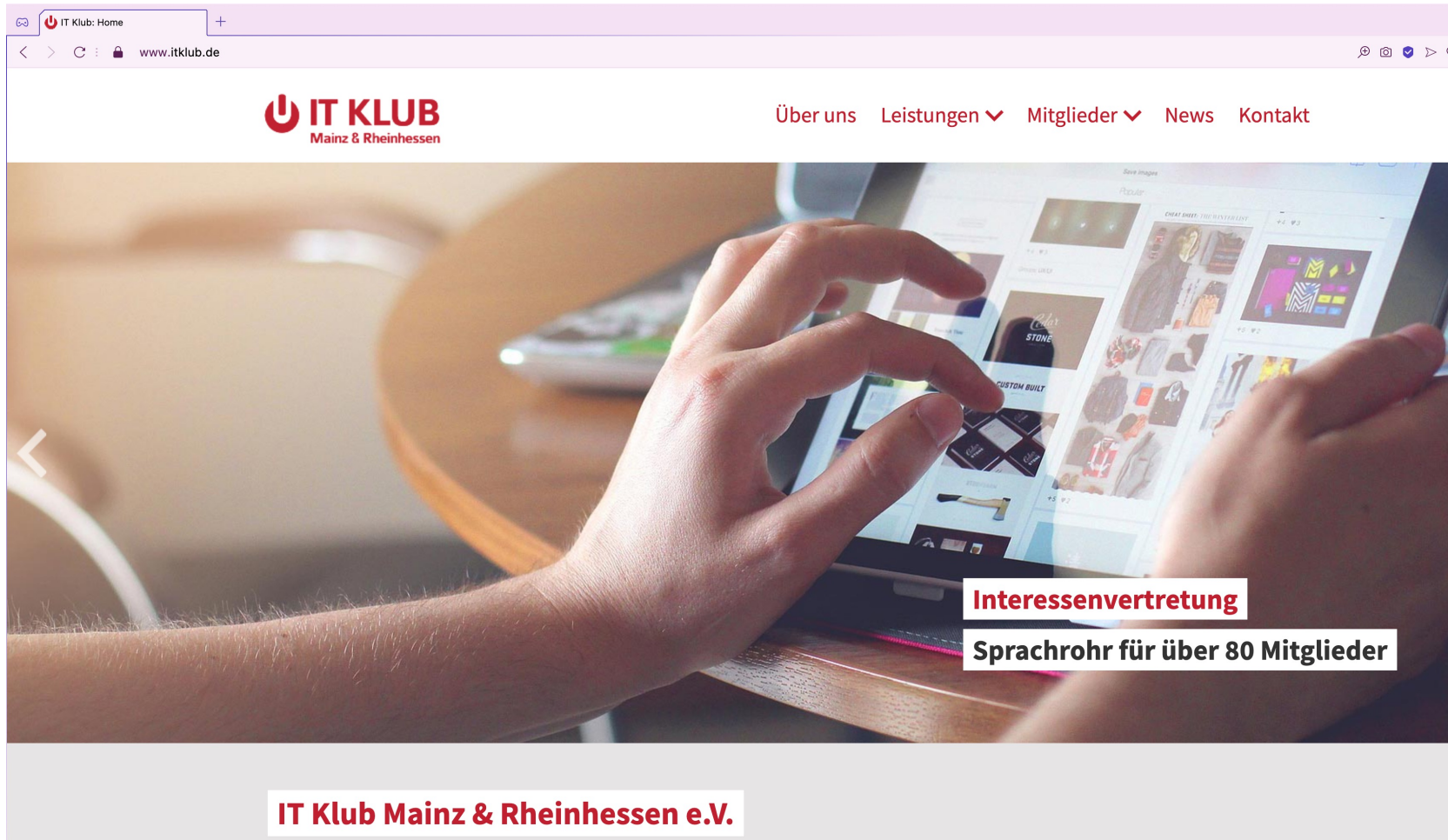


Your name could
be here.

Teaching, research, and knowledge transfer

Teaching	Research	Transfer
• Guest Lectures • Employees Who Are Part-Time Students • Working students • Student assistants • Thesis projects	• Teaching projects (with students) • Research projects (with employees) • Consulting projects (with Professors)	• Gutenberg Digital Hub e.V. • IT Klub Mainz und Rheinhessen e.V. • Marketing Club Mainz Wiesbaden e.V.

Industry association for companies and institutions in the digital economy in Mainz, Rheinhessen, and the Rhine-Main region



The image shows a screenshot of the IT Klub Mainz & Rheinhausen website. The website has a purple header with the logo and navigation links: Über uns, Leistungen, Mitglieder, News, and Kontakt. Below the header is a large image of a person's hands using a tablet. The tablet screen displays a website with various product listings and images. Overlaid on the bottom right of the tablet image is a white box with the text "Interessenvertretung" and "Sprachrohr für über 80 Mitglieder". At the bottom of the entire image is a white box with the text "IT Klub Mainz & Rheinhausen e.V."

IT Klub Mainz & Rheinhausen e.V.

Goals:

- Knowledge transfer
- Supporting young talent
- Continuing education
- Location marketing

Members:

- Over 70 corporate members

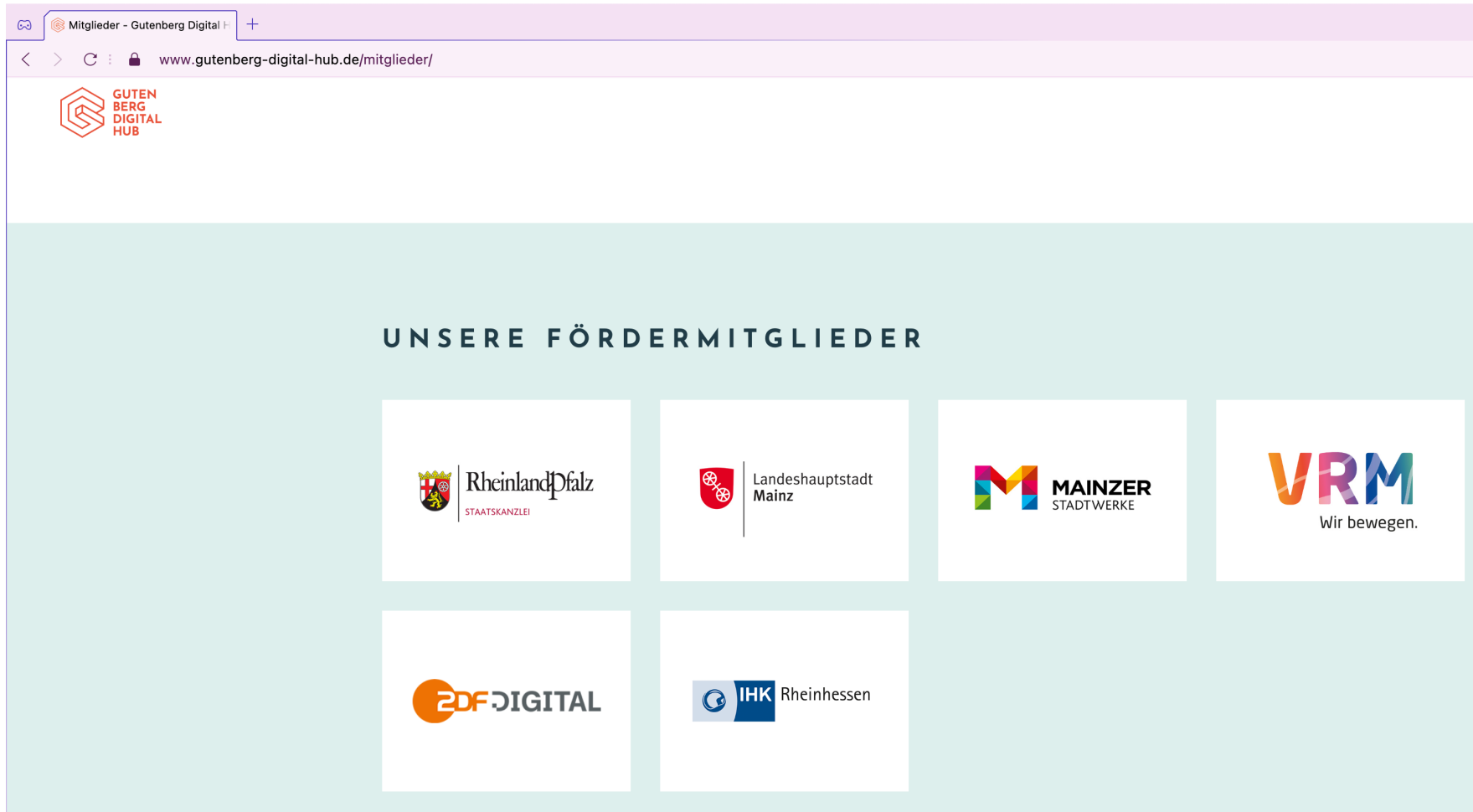
Services/Benefits:

- Specialized and working groups
- IT Club Startup.Clinic

Contact:

- Administrative Office (City of Mainz)
- Coordination Office (Mainz University of Applied Sciences)

Center for digital users from industry, startups, IT-focused small and medium-sized businesses (the business sector), and academia



Goals:

- Developing new business models
- Driving digitalization in Mainz and the surrounding region

Members:

- Over 140 companies, startups, and institutions

Facilities:

- Workstations / coworking spaces
- Meeting rooms
- Event spaces
- Digital Lab

Selected publications by WIMM

1. *Scholz, Tobias; Redler, Jörn; Pagel, Sven (2020).* Re-Designing adaptive selling strategies: the role of different types of shopping companions. In: **Review of Managerial Science** 15(5), 1243-1280. DOI: 10.1007/s11846-020-00385-1.
2. *Horbach, Flavio; Visca, Dominik; Pagel, Sven; Neis, Pascal (2022):* Methods for Georeferencing Linear and Non-Linear Media Content. In: **GI_Forum** 12/2022; 2022(2): 66-72. DOI: 10.1553/giscience2022_02_s66.
3. *Zabel, Christian; Pagel, Sven; Telkmann, Verena; Rossner, Alexander (2020).* Coming to town. Importance of agglomeration factors for media cluster development in the German online video industry. **Journal of Media Business Studies**, 17(2), 148–171. DOI: 10.1080/16522354.2019.1699325.
4. *Pagel, Sven; Labonté, Marie; Höfer, Elena; Lellinger, Chloé; Rossner, Alexander. (2022).* Disziplinenübergreifende Teams bei der nutzerzentrierten Entwicklung von Digitalprodukten in der Medienbranche. In: Weber, K., Reinheimer, S. (eds) **Faktor Mensch. Edition HMD**. Springer Vieweg, Wiesbaden. https://doi.org/10.1007/978-3-658-34524-2_14.
5. *Rossner, Alexander; Dörner, Ralf; Pagel, Sven (2023).* Advancing Trustworthy Knowledge Engineering through User-Centered AI-based Systems: A Systematic Review. 2023 IEEE Sixth International Conference on **Artificial Intelligence and Knowledge Engineering (AIKE)**, Laguna Hills, California, USA.

Selected awards for WIMM

1. 2024 Rhineland-Palatinate Academy Award

- *Award for Exemplary Achievements in Teaching and Research Presented to Prof. Dr. Sven Pagel*
- *Awarded by the Ministry of Science and Health (MWG) of Rhineland-Palatinate*
- *in conjunction with the Academy of Sciences and Literature (AdW), December 10, 2024*

2. Best Paper Award ICPM PODS4H Workshop 2024

- *Jana Vormann, Jonas Blatt, Flavio Horbach, Nils Herm-Stapelberg, Lukas Mittnacht, Patrick Delfmann, Tobias Walter, Sven Pagel*
- *Insights on Prostate Cancer - Treatment Pathways Using Process Discovery A Case Study*
- *International Workshop on process-oriented Data Science for Healthcare 2024 @PODS4H Workshop*
- *International Conference on Process Mining Series (ICPM), Copenhagen (DK), 14.10.2024*

WIMM IS LOOKING FOR NEW TEAM MEMBERS

[m/w/d]



WHO EXACTLY ARE WE LOOKING FOR?

- Apprentices
- Student aides
- Research assistants
- Research associates
- Doctoral candidates

Apply now by email to [sven.pagel\[at\]hs-mainz.de](mailto:sven.pagel@hs-mainz.de)

CONTACT

Feel free to stay in touch with us

Hochschule Mainz
University of Applied Sciences

Faculty Economy
Prof. Dr. Sven Pagel



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Business Informatics and Media Management

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