
Editorial

At the beginning of this year the successful transformation of the journal *Die Unternehmung* into the Open Access *Swiss Journal of Business* took place. Today, it is a great pleasure for me to present you with the second issue in its new format.

At the same time, I would like to take this opportunity to thank everyone involved in this transformation:

- A big THANK YOU goes to our partners at *Nomos*, for their proactive and supportive role in this transformation process.
- Thank you to the Swiss Academy of Humanities and Social Sciences (SAGW) whose continued financial support will enable us to prevent our authors from any financial burdens regarding article processing charges.
- Thank you also to my Editor's colleagues for supporting me with all their ideas and commitment in this transformation journey.

You have all helped tremendously in opening our journal for an international audience and increasing our academic footprint as well as having a practical impact.

In addition, I would like to warmly welcome *Karsten Hadwich* from the University of Hohenheim as our new Editor with his expertise in Marketing, who will replace *Manfred Bruhn* our long-standing Editor and temporary Managing Editor, to whom I would like to express my heartfelt thanks for his impactful work and his great commitment to our journal. Thankfully, *Manfred Bruhn* will continue to support us as a new member of the Editorial Board.

This issue takes up three current topics in business and management:

- *Vera Betz* and *Milena Zosso* investigate in their qualitative research study the current state and cultural influence of imparting Corporate Social Responsibility and Environmental Social Governance individual competencies with alternative credentials in higher education institutions. Many learners acquire relevant sustainability knowledge, such as Corporate Social Responsibility and Environmental Social Governance practices, by using alternative credentials, short courses, for lifelong up- and reskilling. The authors identify 68 alternative credentials within 179 higher education institutions in the DACH region of Germany, Austria, and Switzerland and analyze their competency domains exploratively with MAXQDA. The results reveal that the most implemented competency is the cognition-oriented domain, focusing on understanding fundamentals. Furthermore, German higher education institutions offer noticeably more reflective course elements within the meta-oriented domain, potentially influenced by cultural differences, such as a more direct approach to feedback and disagreements.
- *Jonas Freibauer*, *Marc Oliver Rieger*, and *Silja Grawert* examine in their quantitative study the connection between trading app usage and investment behavior. They collected data from 503 participants, which are representative for German Neobroker users, Ex-Neobroker users and Neobroker usage planners and investigated Neobroker users by a number of aspects regarding demography and investment characteristics. In particular, they found out that Neobroker users are significantly more risk tolerant

than the general German population and Ex-Neobroker users. In addition, trading app users tend to invest in more or different products than originally planned. Low trading fees and the low minimum investment amount are the main reasons for the use of trading apps. If investors stop using trading apps, they mostly stop investing all together. Another worrying finding of their study is that in general, the financial literacy of all groups considered in this study is surprisingly low.

- In the third paper of this open issue *Monika Blattmeier* explores in her conceptual article business process patterns that are perceived, analyzed, and visualized as whole entities or Gestalten. The objective of her aesthetic analysis is to sensually understand business processes: Aesthetic business processes are determined by individuals that attribute significant value to the work practices and their outputs. Her analytical perspective emphasizes the human perspective considering the numerous transformations, particularly in matters of sustainability, which also present challenges for business process management. She develops in her contribution a multimodal repertoire that provides texts and images for aesthetic perception using a pattern format. Her article illustrates how a specific business process pattern was visualized in collaboration with companies so that aesthetic experiences are also possible during the reception of the visualizations. The full value of business process patterns, according to her conclusion, is realized when the dynamics of the process flow are recognized, which establishes the link between what is happening in the process and the process structure, time and space, and knowledge of various domains, thereby encouraging innovative thinking.

We hope that this issue will once again provide you with interesting insights into current topics in business and management as well as surprising and revealing “aha” moments for further research. We would like to thank all the authors involved in this issue for their inspiring contributions. A special thanks go to our dedicated reviewers, who have made a significant contribution to the quality of this issue. We hope you enjoy reading this issue of the *Swiss Journal of Business*.

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