UNIVERSITÄT BAYREUTH

Lehrstuhl für Marketing & Dienstleistungsmanagement

Prof. Dr. Nicola Bilstein

A Week of Knowledge Transfer between

Ghent University and the University of Bayreuth



From 9 to 13 November 2026, the Chair of Marketing & Service Management once again welcomed Prof. Dr. Katrien Verleye from Ghent University (Belgium) to Bayreuth. Katrien Verleye is an Associate Professor of Service Innovation at Ghent University, an experienced teacher and an active researcher who has published in leading journals, including the Journal of Service Research. Two of her doctoral students, Chiara De Brabant-Bibi and Laura Deleye, joined her this year.

During the visit, Prof. Dr. Verleye taught the block course “Qualitative Research Methods in Service Marketing” for bachelor’s students specialising in Service Management and students of Sport, Business and Law. Over five engaging teaching days, students worked through the entire qualitative research process, from research design and data collection to analysis and reporting. In doing so, they developed their skills in conducting qualitative studies.

Throughout the week, Prof. Dr. Nicola Bilstein and her doctoral students Lucas Endres, Mahdi Niakan and Annalena Neder engaged in an intensive exchange with Prof. Dr. Verleye and her team, from brainstorming new research ideas to presenting ongoing projects and exchanging feedback. In particular, as part of a research exchange on 11 November 2026, Chiara De Brabant-Bibi presented her current project, “Is There More Than One Path to Service Inclusion? Uncovering AI’s Transformative Potential”, and Laura Deleye gave an impulse talk about her envisioned PhD project.

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Beyond teaching and research, the teams also had the opportunity to socialise at the Oscar restaurant and over mulled wine at the Bayreuth Winterdorf. These relaxed gatherings provided a great setting for continuing the exchange of ideas.

We would like to thank Prof. Dr. Verleye, Chiara De Brabant-Bibi and Laura Deleye for their visit, their commitment to teaching and the many valuable discussions. We look forward to continuing our collaboration.

Bayreuth, 18 November 2026

Prof. Dr. Nicola Bilstein