

08.7.2026

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**Title**

Cinderella between rigor and relevance / Rolf Wunderer

**Publication year**

2015

**Source/Footnote**

In: Incentives and performance : governance of research organizations / I. M. Welpé ... (Ed.). - Cham [u.a.] : Springer, 2015. - S. 481 - 488

**Inventory number**

38525

**Keywords**

Wissenschaft : allgemein

**Abstract**

Using a well-known fairy tale from the Brothers Grimm's collection as an example, I outline the patterns of behavior and consequences of a one-dimensional orientation towards quantitative measuring. This task occurs in connection with the boycott of an individualized ranking by economic researchers, which occurred in the context of their disciplines' history of dogmata. (HRK / Abstract übernommen)

**Signature**

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