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## MHV-Preis 2013



Lucia Malär, Assistant professor at the University of Bern, receives the Marie-Heim-Vögtlin-Preis 2013 for her research on how consumers perceive brands and what implications this has.

Therefrom for Marketing management and Marketing research result. She could, for example, show that consumers do not react to brands, but to ideal images that brands promise, rather than to those that are closer to their real self-image. The career path of Lucia Malär shows that scientific work and child care can also be combined during the decisive postdoc years. Thanks to a MHV contribution, she was able to focus on her research and publication activity, which she did as an assistant professor in job sharing.

## Global vernetzt

The SNF provides its current and former award winners and nominees with a new LinkedIn network platform, SNSF-World-Netwerk. Under the patronage of Martin Vetterlis, President of the National Research Council, the goal is to bring the growing group of researchers who have been supported by the SNF or were supported to network. It allows discussions, news and survey platform. The networking takes place via personal profile. Discussions can be initiated by members or the SNF.

## Neue SNF-Website

The new SNF website is now live. The SNF has taken into account the changed requirements of its target groups - with a strengthened focus on services and interaction opportunities as well as the integration of social media. The new layout is spacious and airy, the website offers more content than before. An additional feature is the search function, which makes it easier for users to find what they are looking for.

the right funding instrument to find. In the blog, the SNF highlights research topics; all contributions can be commented on. Moreover, all members of the National Research Council's short biography are now active.

## Gute Kommunikation

The conversation between doctor and patient is the foundation of good treatment. A trusting relationship can lead to the fact that patients experience fewer complications. If communication is insufficient, the probability of a wrong diagnosis increases. The most frequent deficits, which patients complain about during hospital stays, are communication and explanation. The Academy of Medical Sciences has therefore under the title «Communication in medical everyday life» issued a guide for the practice (www.samw.ch). It aims to help doctors analyze and improve the conversation with patients.

## Für Frauen in der Wissenschaft

For the third time, two women receive a stipend from L'Oréal Switzerland for Women in Science. The 2013 awardees are Olesya Panasenko and Laura Rodriguez Lorenzo (www.akademien-schweiz.ch/LOréal). With 2008, the Swiss Unesco Commission



OTS Bild/L'Oréal Suisse SA

and the Swiss Academy of Sciences have introduced a programme to support female scientific careers in Switzerland. It addresses qualified post-doctoral students, who in Switzerland in medicine, biology, chemistry or biomedical engineering research and for the continuation of their work need financial support. Every two years, two post-doctoral students are supported with a stipend.

## Horizonte

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## Der SNF

The SNF is the most important Swiss institution for the promotion of scientific research. It promotes the basic research in all scientific disciplines and supports annually with 755 million francs over 3500 projects, in which about 8750 researchers are involved.

## Die Akademien

The Swiss Academy of Sciences acts on behalf of the Swiss Confederation for a balanced dialogue between science and society. It represents the scientific institutions and cross-disciplinary. In the scientific community, they are anchored and have Zugang to experts from about 100 000 researchers.