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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 the implications.

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 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 could focus on her research and publication activity, which she has done as an assistant professor in job sharing.

## Global vernetzt

The SNF provides its current and former award winners and nominees on the Internet-Business platform LinkedIn with the SNSF-World-Networck. The network, under the patronage of Martin Vetterlis, President of the National Research Council, has the goal of connecting the growing group of researchers who have been supported by the SNF or have been supported, to connect. It enables discussions, provides news and is a platform for surveys. The networking is done via the personal profile. Discussions can be initiated by members or the SNF.

## Neue SNF-Website

The new SNF website is now in operation. The SNF has taken into account the changed requirements of its target groups in its planning - 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. A search function makes it easier for users.

the right funding instrument to find. In the blog, the SNF expresses its position on research policy issues; all contributions can be commented on. Moreover, now all members of the National Research Council's short biography can be activated.

## 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. Poor communication increases the likelihood of a wrong diagnosis. The most frequent deficits, which patients complain about during a hospital stay, are communication and explanation. The Academy of Medical Sciences has therefore under the title «Communication in medical everyday life» a guide for the practice published (www.samw.ch). It should help to analyze and improve the conversation between doctor and patient.

## 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/L'Oréal). With the 2008 cooperation with the Swiss Unesco Commission



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and the Academies of Sciences of Switzerland introduced the women's research program. It supports 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. All two years, two post-doctoral students are supported with stipends.

## Horizonte

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## Der SNF

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

## Die Akademien

The Academies of Sciences of Switzerland set up in the interest of the Federal Government for a balanced dialogue between science and society. They represent the scientific institutions and cross-disciplinary. In the scientific community anchored, they have Zugang to the expertise of about 100,000 researchers.