

Curriculum Vitae | Dr. Susanne Beck

Personal details

Surname: Beck
First name: Susanne
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Date of birth and nationality: 07 June 1988, German
Online profiles: [Google Scholar](#) | [ORCID ID](#) | [@_Susanne_Beck_](#)

Major research interests:

- ✓ Multilevel antecedents to sustainable innovation management and research
- ✓ Organization of (open) scientific knowledge production and dissemination
- ✓ Value creation and value capture from science-based innovation
- ✓ Antecedents, contingencies, and consequences of open and collaborative research practices

Current employment

since 06.2019	Ludwig Boltzmann Gesellschaft Open Innovation in Science Center (LBG OIS Center) Senior post-doc researcher and team leader	Vienna, Austria
since 03.2021	Copenhagen Business School Department of Strategy and Innovation Guest researcher	Copenhagen, Denmark

Degrees

02.2014–10.2016	Doctorate (Dr. rer. pol.) Graduated with distinction, summa cum laude Title of Dissertation: “The Family Firm Status as Part of the Brand: Relevance and Empirical Evidence for a Potential Competitive Advantage” Department: Corporate Management and Economics	Zeppelin University, Germany
09.2011–09.2013	Master of Science (M.Sc.) Major: Marketing (Final Grade 2.0 [A/B]) Minor: Management and courses in Information Systems Title of Master thesis: „Empirical Analysis of Consumers' Resistance to Buying Alternative Fuel Vehicles” (Grade: 1.7 [A-])	University of Münster, Germany
01.2008–12.2010	Bachelor of Arts (B.A.) Major: Communication & Cultural Management (Final grade: 1.3 [A]) Minor: Corporate Management & Economics (Final grade: 1.0 [A+]) Graduated among the best 10% of graduates Title of Bachelor thesis: „Empirical analysis of the differences of behavioral determinants for purchase decisions of Chilean buyers of German car brands versus Japanese car brands” (Grade: 1.3 [A])	Zeppelin University, Germany

Other education

02–07.2010	Universidad Mayor School of Economics and Business Science (Average Grade 1.0 [A+]) Received the Dean's List (Honorary academic award)	Santiago de Chile, Chile
06.2007	Johannes Gutenberg Gymnasium A-Levels (final grade 2.2 [A/B])	Waldkirchen, Germany
07.2004–07.2005	Colegio Alianza Austral High school	Coyhaique, Chile

Previous work experience

03.2017–02.2021	Copenhagen Business School Department of Strategy and Innovation Post-doc researcher, part-time position (10%)	Copenhagen, Denmark
04.2017–06.2019	Ludwig Boltzmann Gesellschaft Open Innovation in Science Center (LBG OIS Center) Post-doc researcher	Vienna, Austria
07.2013–02.2017	Zeppelin University Research Assistant and Lecturer Institute of Innovation, Technology, and Entrepreneurship Institute of Marketing and Consumer Behavior	Friedrichshafen, Germany
06.2016–07.2016	Lancaster University Management School Department of Entrepreneurship, Strategy, and Innovation Visiting researcher	Lancaster, United Kingdom
06.2015–07.2016	Impulsmanufaktur GmbH Scientific Lead of several consulting projects	Friedrichshafen, Germany
02.2012–12.2013	Münster Research Institute Consultant for scientific market research studies Part-time, project-based position	Münster, Germany
10.2011–06.2013	Westfälische Wilhelms-University Münster Institute of Marketing Coordination and supervision of student assistants, part-time Student assistant, part-time	Münster, Germany
02–08.2011	Dr. Ing. h. c. F. Porsche AG Market Research and Marketing Strategy division Internship	Ludwigsburg, Germany
12.2009–02.2010	Di Salvo Propiedades Marketing, Market Research, and Sales divisions Internship	El Bolson, Argentina
05–09.2009	Volkswagen AG Corporate Market Research division Analyses for Car Clinics (Pre-market entry experimental set-ups) Internship	Wolfsburg, Germany

Research supervision and leadership experience

- 06.2019–12.2021 **Research Project Leadership**
Project: “Organizational Design of Open Innovation in Science” funded by Austrian National Foundation for Research, Technology and Development, 3 Mio. Euro
Host institutions: LBG Open Innovation in Science Center, Austria & Copenhagen Business School, Denmark
Team size and composition: 3 post-doc researchers and 1 research assistant
Principal Investigator: Associate Professor Marion Poetz
Appointed role: project lead, co-conceptualization, co-supervision of post-docs and research assistant
- 10.2019–07.2020 **Leadership skills development coaching**
10 hours of individual coaching for business communication, leadership, & career
- 01.2014–10.2019 **Supervision of undergraduate and graduate students**
11 Bachelor theses
20 Master theses (18 as first and 2 as second supervisor)
02 Executive master theses
- 10.2011–06.2013 **Coordination and supervision of student assistants**
Westfälische Wilhelms-University Muenster, Germany
Institute of Marketing
Coordination and Supervision of Student Assistants, part-time

Teaching merits

Pedagogical training

- 03.2014 **University didactics I (2 days Seminar)**
Academy of scientific education at the Heidelberg University of Education
2 days’ seminar (non-compulsory)
- 05.2014 **University didactics II (3 days Seminar)**
Academy of scientific education at the Heidelberg University of Education
3 days’ seminar (non-compulsory)

Teaching experience (Σ 26 courses, \emptyset Evaluation: 1.4 [A])

2020-2021	Knowledge and Innovation Master level, Co-Lecturer	Copenhagen Business School, Denmark
2016–2017	Service Innovation Executive education, Lecturer	Zeppelin University, Germany
2017	Marketing & Brand Management in Family Firms Executive education, Lecturer	Zeppelin University, Germany
2016	Marketing & Brand Management Master level, Lecturer	Zeppelin University, Germany
2013-2016	Marketing Basics Master level, Co-Lecturer and Lecturer	Zeppelin University, Germany
2013-2015	Customer- and Brand Management Bachelor level, Coordinating Role	Zeppelin University, Germany
2014	Service Marketing Bachelor level and executive education, Lecturer	Zeppelin University, Germany

2014	Applied Market Research Bachelor and master level, Lecturer	Okan Universitesi, Turkey
2013	Retail Marketing Bachelor level, Co-Lecturer	Zeppelin University, Germany

Awards and honors

2019	Academy of Management Annual Conference Beck, S. , Brasseur, T., Poetz, M., Sauermaun, H. What's the problem? How crowdsourcing contributes to identifying scientific research questions, Academy of Management Best Paper Proceedings.
2019	R&D Management Conference Beck, S. , Brasseur, T., Poetz, M., Sauermaun, H. What's the problem? How crowdsourcing contributes to identifying scientific research questions, R&D Management Conference, Paris, France, Conference Best Paper Runner-up.
2016	PhD thesis awarded with summa cum laude
2015	European Academy of Management Annual Conference Beck, S. , Prügl, R. Being Perceived as a Family Firm and New Product Acceptance: An Empirical Analysis of the Role of Trustworthiness, Personification, and Consumers' Attitude towards Innovation, EURAM 2015, Warsaw, Special Interest Group (Family Business Research) Best Paper Award.
2015	European Academy of Management Annual Conference Hauck, J., Suess-Reyes, J., Beck, S. , Prügl, R., Frank, H. Socioemotional Wealth: Validating and Purifying the FIBER Scale, EURAM 2015, Warsaw, Conference Best Paper Runner-up.
2015	EIASM Workshop on Family Firm Management Research Beck, S. , Walter, K., Prügl, R. Communicating the 'Family Firm' Status: An Identity Approach on Branding Strategy Decisions of German Family Firms, EIASM 11 th Workshop on Family Firm Management Research, Lyon, France, Conference Best Paper Runner-up.
2010	Universidad Mayor Listed on the Dean's List for academic performance (average grading 6.7 (max. 7) (Honorary academic award)

Research funding and grants

06.2019–12.2021	Research Project Leadership Project: "Organizational Design of Open Innovation in Science" funded by Austrian National Foundation for Research, Technology and Development Host institutions: LBG Open Innovation in Science Center, Austria & Copenhagen Business School, Denmark Team size and composition: 3 post-doc researchers and 1 research assistant Principal Investigator: Associate Professor Marion Poetz Appointed role: project lead, co-conceptualization, co-supervision of post-docs and research assistant	3.000.000 Euro
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- 07.2016–07.2017 **Research project co-financing own position** **27.000 Euro**
 Funding organization: Schindler Parent Consultancy
 Role in preparation: Co-Applicant
- 03.2015 **Grant for co-financing a conference** **8.000 Euro**
 Funding organization: “Internationale Bodensee Hochschule” - a European Union funded Association of University around Lake Constance)
 Role in preparation: Co-Applicant

Other key academic merits

Organization of scientific conferences and conference tracks

- Since 2018 **Conference coordinator and co-organizer**
 Annual Open Innovation in Science (OIS) Research Conference
 (2019: Vienna; 2020: postponed due to COVID-19 outbreak;
 2021: Virtual Conference; 2022: Geneva, at CERN IdeaSquare)
- 06.2016–06.2017 **Corresponding conference track proponent**
 Conference Track “Research Methods & Topics in Corporate Finance in Family Business Research” at the EURAM Annual Conference 2017, Glasgow, Scotland
- 09.2014–04.2015 **Conference coordinator and co-organizer**
 Organization of the “Largest German Speaking Family Firm Management Research Conference” 2015 at Zeppelin University, Germany

Significant invited international talks and lectures

- 07.2021 **AoM PDW on “Experiments in Institutional Theory and Strategy Research”** online
 Project: **Beck, S.**, Häussler, C., Poetz, M.: Triggering legitimacy through organizational design interventions: A controlled field experiment on the individual-level adoption of open and collaborative research practices
- 06.2021 **ISPIM “Methods in Focus” Interview Series** online
 Project: Beck, Bergenholtz et al., 2020; available at:
<https://www.youtube.com/watch?v=XilE6rrjYk>
- 05.2021 **Berkeley Open Innovation Seminar** Berkeley, USA
 Seminar talk: Beck et al. The Open Innovation in Science research field:
 A collaborative conceptualisation approach
- 01.2020 **DUKE University** Durham, USA
 Conference talk: **Beck, S.**, Brasseur, T., Poetz, M., Sauermann, H.
 What’s the problem? Crowdsourcing research questions in science
- 10.2019 **Max Planck Institute for Innovation and Competition** Munich, Germany
 Seminar talk: **Beck, S.**, Brasseur, T., Poetz, M., Sauermann, H.
 What’s the problem? Crowdsourcing research questions in science
- 09.2019 **Expert workshop on Science of Open Science** Aarhus, Denmark
 By invitation only, for researchers in the field
- 01.2019 **Amsterdam University of Applied Sciences** Amsterdam, Netherlands
 Conference talk: **Beck, S.**, Effert, A., Norn, M.-T., Poetz, M., Ruser, A.
 Micro-foundations of scientific collaborations
- 05.2014 **Okan Universitesi** Istanbul, Turkey
 Lecture on Applied Market Research

Memberships in editorial committees

2020 **Lead guest editor**
Special Issue on “Open Innovation in Science” in *Industry and Innovation*

Memberships in international expert evaluation committee

2020 **Member of PhD Theses Award committee for Academy of Management Annual Conference**
Technology and Innovation Management (TIM) Division

Referee for scientific journals (selected; in total: 60+ manuscript; see also [Publons](#))

Since 2019 Journal of Business Research, PLOS ONE, IEEE Transactions on Engineering Management, Journal of Open Innovation, International Journal of Technology, Policy and Management

Since 2018 Family Business Review, Sustainability

Since 2017 Industry and Innovation, European Journal of Marketing, Journal of Product and Innovation Management, R&D Management

Since 2016 European Marketing Academy Conference (EMAC), Journal of Family Business Management, Journal of Small Business Management

Since 2015 Academy of Management Conference (AoM), Association of Consumer Research (ACR), European Academy of Management Conference (EURAM), International Journal of Retail and Distribution Management, Journal of Family Business Strategy (JFBS)

Administrative positions in committees

05.2016–02.2017 **Member of recruitment committee**
New appointment of “Marketing Professorship” at Zeppelin University, Germany

07.2013–02.2017 **Member of the Research Council (elected)**
Continued development of research strategy with specific attention to renew scientific accreditation of the university
Zeppelin University, Germany

07.2013–02.2017 **Best Bachelor- and Master-thesis Award committee**
Zeppelin University, Germany

07.2013–12.2015 **PhD student representative (elected)**
Coordination of meetings, events, preparation of material for new PhD students

Societal impact and outreach

Scientific projects involving citizens

2018 Crowdsourcing Research Questions in Science

Use of open repositories

2020 **SSRN preprint**
Beck, S., Brasseur, T., Poetz, M., Sauer mann, H. What’s the problem?
Crowdsourcing research questions in science. Available at SSRN:
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3598181

Other merits

Software and programming skills

Stata, SPSS, Smart PLS, AMOS, SAWTOOTH Software, NVivo, HTML, SoSci Survey, Questback Software, Easychair Conference Management (excellent)

R, SAP, CSS (good)

Python (basic)

Language skills

German (native)

Spanish, English (level C2)

French, Russian (level B1)

Italian, Finnish (level A1)

List of publications | December 2021

Research output

In peer-reviewed journals (Σ 10 publications, incl. 8 corresponding and 1 single authored article)

- 2021
- (10) **Beck, S.**[°], Bercovitz, J., Bergenholtz, C., Brasseur, T.-M., D'Este, P., Dorn, A., Doser, M., Dosi, C., Effert, A., Furtuna, R., Goodyear, M., Grimpe, C., Hans, F., Haeussler, C., Heinisch, B., Katona, N., Kleinberger-Pierer, H., Kokshagina, O., LaFlamme, M., Lawson, C., Lehner, P., Lifshitz-Assaf, H., Lukas, W., Marchini, S., Mitterhauser, M., Moscato, F., Nordberg, M., Norn, M. T., Poetz, M. K. [°], Ponti, M., Pruschak, G., Rafner, J., Romasanta, A., Ruser, A., Sameed, M., Sauermann, H., Suess-Reyes, J., Tucci, C. L., Tuertscher, P., Vicente Saez, R., Vignoli, M., Zyontz, S. Experimenting with Open Innovation in Science (OIS) practices: A novel approach to co-developing research proposals, under review at *CERN IdeaSquare Journal of Experimental Innovation*. *in press*.
- (9) **Beck, S.**[°], LaFlamme, M. [°], Bergenholtz, C., Bogers, M., Brasseur, T.-M., Conradsen, M. L., Crowston, K., Di Marco, D., Effert, A., Filiou, D., Frederiksen, L., Gillier, T., Gruber, M., Haeussler, C., Hoisl, K., Kokshagina, O., Norn, M. T., Poetz, M. K., Pruschak, G., Pujol Priego, L., Radziwon, A., Ruser, A., Sauermann, H., Shah, S. K., Suess-Reyes, J., Tucci, C. L., Tuertscher, P., Vedel, J. B., Verganti, R., Wareham, J., Xu, S. M. Examining Open Innovation in Science (OIS): What Open Innovation can and cannot offer the science of science. *Innovation: Organization & Management*, *online first*. <https://doi.org/10.1080/14479338.2021.1999248>
- 2020
- (8) **Beck, S.**[°], Bergenholtz, C., Bogers, M., Brasseur, T.-M., Conradsen, M. L., Di Marco, D., Distel, A. P., Dobusch, L., Dörler, D., Effert, A., Fecher, B., Filiou, D., Frederiksen, L., Gillier, T., Grimpe, C., Gruber, M., Haeussler, C., Heigl, F., Hoisl, K., Hyslop, K., Kokshagina, O., LaFlamme, M., Lawson, C., Lifshitz-Assaf, H., Lukas, W., Nordberg, M., Norn, M. T., Poetz, M. K., Ponti, M., Pruschak, G., Pujol Priego, L., Radziwon, A., Rafner, J., Romanova, G., Ruser, A., Sauermann, H., Shah, S. K., Sherson, J. F., Suess-Reyes, J., Tucci, C. L., Tuertscher, P., Vedel, J. B., Velden, T., Verganti, R., Wareham, J., Wiggins, A., and Xu, S. M. 2020. The Open Innovation in Science Research Field: A Collaborative Conceptualisation Approach. *Industry and Innovation*, *online first*. <https://dx.doi.org/10.1080/13662716.2020.1792274>.
- (7) **Beck, S.**, Prügl, R. [°], Walter, K. Different degrees of communicating a family firm image: Exploring and testing antecedents of the family business brand. *European Management Journal*, *38*(1), 95-107.
- 2019
- (6) **Beck, S.**[°], Mahdad, M., Beukel K., Poetz, M. The value of scientific knowledge dissemination for scientists – A value capture perspective. *Publications*, *7*(3), 1-23.
- (5) Prexl, K. M., Hubert, M. [°], **Beck, S.**, Heiden, C., Prügl, R. Identifying and analysing the drivers of heterogeneity among ecosystem builder accelerators. *R&D Management*, *49*(4), 624-638.
- 2018
- (4) **Beck, S.**[°], Prügl, R. Family firm reputation and humanization: Consumers and the trust advantage of family firms under different conditions of brand familiarity. *Family Business Review*, *31*(4), 460-482.
- 2016
- (3) **Beck, S.**[°] Brand Management Research in Family Firms – A Structured Review and Suggestions for Further Research. *Journal of Family Business Management*, *6*(3), 225-250.
- (2) Hauck, J.[#], Suess-Reyes, J. [#], **Beck, S.**[#], Prügl, R. [#], Frank, H. [#] Measuring Socioemotional Wealth in family-owned and –managed firms: A validation and short form of the FIBER scale. *Journal of Family Business Strategy*, *7*(3), 133-184.

- 2015 (1) **Beck, S.**, Kenning, P. The Influence of Retailers' Family Firm Image on New Product Acceptance: An Empirical Investigation in the German FMCG Market, *International Journal of Retail and Distribution Management*, 43(12), 1126-1143.

Other publications (societal outreach)

- 2020 (5) **Beck, S.** Citizen Science im Kontext: Verortung im Open Innovation in Science Framework. [Citizen Science Blog](#).
- 2018 (4) **Beck, S.** & Poetz, M. Open Innovation: From hyped phenomenon to sustainable practice. *Wirtschaftspolitische Blätter*, 64(4), 557-571.
- 2015 (3) **Beck, S.**, Prügl, R. Konferenz der Forschungszentren und Institute für Familienunternehmen im deutschsprachigen Raum (FIFU-DACHLi) 2015, *Zeitschrift für Familienunternehmen und Stiftungen – Recht, Management, Familie und Vermögen*, (3), 110-111.
- (2) **Beck, S.** Wahrnehmung von Familienunternehmen, *pFIFig publication series* 01/2015, Friedrichshafen.
- (1) Kenning, P., **Beck, S.** Innovation braucht Vertrauen, Rundschau für den Lebensmittelhandel, Special Edition *,Global Retail – Visions | Facts | Brands*, Oktober, 16-18.

Books

- 2016 **Beck, S.** The Family Firm Status as Part of the Brand: Relevance and Empirical Evidence for a Potential Competitive Advantage, Dissertation. Zeppelin University.
- 2011 **Beck, S.** Chilenische Autokäufer und ihre Kaufentscheidungs determinanten, Saarbrücken, VDM Verlag Dr. Müller.