

Christina Lubinski

Copenhagen Business School
Department of Management, Politics and Philosophy
Centre for Business History
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RESEARCH AREAS

Business History
Entrepreneurship
International Business

EDUCATION

2009 PhD in Business History (Summa Cum Laude)
University of Goettingen, Germany

2005 Master in History and Business Administration
University of Goettingen, Germany

CURRENT ACADEMIC APPOINTMENT

10/2019–present Professor (tenured)
Copenhagen Business School, Centre for Business History, Department of
Management, Politics and Philosophy, Copenhagen, Denmark

PREVIOUS ACADEMIC APPOINTMENTS

08/2018–05/2020 Visiting Professor of Clinical Entrepreneurship
Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business,
University of Southern California, Los Angeles, CA

04/2014–08/2018 Associate Professor (tenured)
Copenhagen Business School, Centre for Business History, Department of
Management, Politics and Philosophy, Copenhagen, Denmark

 Academic Director of 2-year full-time master's program "Organizational
Innovation and Entrepreneurship" (2015–2018)

07/2011–03/2014 Research Fellow, German Historical Institute Washington DC, USA

07/2010–06/2011 Harvard-Newcomen Postdoctoral Fellow, Harvard Business School,
Entrepreneurial Management Unit, Boston MA, USA

04/2010 Visiting Fellow, Faculty of Economics and Business, Universitat de Barcelona,
Spain

10/2009–06/2010 Research Fellow, German Historical Institute Washington DC, USA

AWARDS AND HONORS

- 2020 Named "Favorite MBA Professor" by Komal Shah, 2020 Best & Brightest MBAs, [Poets & Quants](#).
- 2016 DSEB (Danish Society for Education and Business) Education Prize 2016 for redesigning the Copenhagen Business School master "Organizational Innovation and Entrepreneurship"
- 2015 Henrietta Larson Article Award for the best article in *Business History Review* in 2015 for "Global Trade and Indian Politics"
- 2015 International Business' Best Teacher Award of the academic year 2015/2016, Copenhagen Business School
- 2014 European Business History Association Best Paper Prize for "Making India or Made in India? Nationalistic Consumption and European Business in Pre-Independence India," Annual Meeting 2014, Utrecht, Netherlands
- 2013 Oxford Journals Article Prize for the best article in *Enterprise & Society* for "Managing Political Risk in Global Business" (with Geoffrey Jones)
- 2010 Prize for Business History by the German Society for Business History for the best research monograph in 2010 for "Family Business in Germany: Corporate Governance and Shareholder Relations since the 1960s" (Beck 2010)

SERVICES

Academic Community

- Senior Editor of *Management and Organizational History*, since 2015.
- Business History Conference
 - Nominating Committee (2020–2022); Program Committee (2019); Paper Development Workshop Committee (2016–present); Trustee (2015–2018); Member of the search committee for Secretary/Treasurer of the organization (2017); Emerging Scholar Committee (2013–2016).
- Mentor and faculty member of the BHC Doctoral Colloquium, funded by Cambridge University Press, Charlotte, NC, March 11-12, 2020 and the 10th EBHA Doctoral Summer School "Challenges for Business History in a Changing World", Barcelona, July 8-11, 2020.
- Advisory Board member for "GLOCAL: Global Markets, Local Creativities", a two-year master program organized by the universities of Glasgow, Göttingen, Rotterdam and Barcelona; funded by the European Union *Erasmus Mundus program*, since 2019.

Collaboration with Entrepreneurial Ecosystem

- Member of Forté's Global Board Ready Women Group, administered by the Forté Foundation and the Financial Times Non-Executive Directors' Club
- Three-hour bootcamp "The Founder's Dilemmas: Team Building" with 20 startup founders of the Leap Venture Academy (partnership between Michelson Found Animals and Kinship, a division of Mars Petcare), Michelson Found Animals Headquarters, 22 October 2019.
- Academic Mentor of the "Athena Women's Entrepreneurship Summit" presented by the Lloyd Greif Center for Entrepreneurial Studies, USC Marshall's Master of Science in

Entrepreneurship and Innovation, and the USC Annenberg School for Communication and Journalism, two full-day pitch training sessions with finalists, Oct./Nov. 2018 and again Oct./Nov. 2019.

- Invited speaker of the "Impact 2018 Family Office Summit" on a panel about "University Venturing", organized by Impact Venture Capital, Mark IV Capital, Kauffman Fellows and Nasdaq, Pelican Hill, Newport Beach, CA, 26 September 2018.

PHD SUPERVISION

- Primary PhD supervisor for Christoph Viebig. Thesis: "Technology Entrepreneurship Education: How to Educate Technology Entrepreneurs on Non-Technology Problems," expected completion in April 2022, Copenhagen Business School.
- Primary PhD supervisor for Valeria Giacomini. Thesis: "Emergence of a Cluster: The Palm Oil Industry in Indonesia and Malaysia," completed 2016, Copenhagen Business School.
- Member of the Dissertation Advisory Committee of Manjunath AN. Thesis: "Entrepreneurial Processes and the State: An Entrepreneurial History of Princely Mysore (1881-1947)," expected completion in 2022, Indian Institute of Management (IIM) Bangalore, India.
- Member of the Dissertation Committee of Marie Gutzeit. Thesis: "Imagined Future(s): Die Verhandlungen von Zukunft in unternehmerischen Gruppen im Handwerk," expected completion in June 2021, Technical University Berlin, Germany.
- Head of PhD Committee for Queralt Prat-i-Puig. Thesis: "The Basis, Relation and Consequences of the Creation of Collective Motivations for the Development of Personal and Organization's Creativity," completed 2018, Copenhagen Business School.

SELECTED PUBLICATIONS

Books (authored and edited)

- Da Silva Lopes, T., C. Lubinski and H. Tworek, eds. (2019). *The Routledge Companion to the Makers of Global Business*. New York, Routledge.
- Lubinski, C., J. R. Fear and P. Fernández Pérez, eds. (2013). *Family Multinationals: Entrepreneurship, Governance, and Pathways to Internationalization*. New York, Routledge.
- Berghoff, H., U. Jensen, C. Lubinski and B. Weisbrod, eds. (2013). *History by Generations: Generational Dynamics in Modern History*. Göttingen, Wallstein Verlag.
- Lubinski, C. (2010). *Family Business in Germany: Corporate Governance and Shareholder Relations since the 1960s* [Familienunternehmen in Westdeutschland: Corporate Governance und Gesellschafterkultur seit den 1960er Jahren]. München, C.H.Beck.
 - Winner of the Prize for Business History 2010 by the German Society for Business History

Peer-Reviewed Journal Contributions

- McLaren P., J. C. Spender, S. Cummings, E. O'Connor, T. Bridgman, G. Durepos and C. Lubinski, eds. (special issue editor, publication scheduled for 2021) *Academy of Management Learning and Education* Special Issue "New Histories of Business Schools and How They May Inspire New Futures."

- L. J. Rischbieter and C. Lubinski (pre-published online). "Sound Speculators: Public Debates about Futures Trading in British India and Germany, 1880-1930" *Enterprise & Society*, <https://doi.org/10.1017/eso.2020.22>.
- Lubinski, C., V. Giacomini and K. Schnitzer (2021). "Internment as a Business Challenge: Political Risk Management and German Multinationals in Colonial India (1914-1947)." *Business History*, **63**(1): 72-97, <https://doi.org/10.1080/00076791.2018.1448383>.
- Lubinski, C. and R. D. Wadhvani (2020). "Geopolitical Jockeying: Economic Nationalism and Multinational Strategy in Historical Perspective." *Strategic Management Journal*, **41**(3): 400-421, <https://doi.org/10.1002/smj.3022>.
- Fernández Moya, M., P. Fernández Pérez and C. Lubinski (2020). "Standing the Test of Time: External Factors Influencing Family Firm Longevity in Germany and Spain during the Twentieth Century." *Journal of Evolutionary Studies in Business* **5**(1): 221-264, <https://doi.org/10.1344/jesb2020.1.j073>.
- Lubinski, C. (2018). "From 'History as Told' to 'History as Experienced': Contextualizing the Uses of the Past." *Organization Studies*, **39**(12): 1785-1809, Special Issue "History as Organizing: The Uses of the Past in Organization Studies," R. Suddaby, R. D. Wadhvani, M. Mordhorst and A. Popp, eds., <https://doi.org/10.1177/0170840618800116>.
- Lubinski, C. (2018). "Business Beyond Empire: German Multinationals in Pre- and Post-Independence India (1890s to 1960s)." *South Asia: Journal of South Asian Studies*, **41**(3): 621-641, <https://doi.org/10.1080/00856401.2018.1477438>.
- Wadhvani, R. D. and C. Lubinski (2017) "Reinventing Entrepreneurial History." *Business History Review* **91**(4): 767-99, <https://doi.org/10.1017/S0007680517001374>.
- Lubinski, C. and A. Steen (2017). "Traveling Entrepreneurs, Traveling Sounds: The Early Gramophone Business in India and China." *Itinerario* **41**(2): 275-303, <https://doi.org/10.1017/S0165115317000377>.
- Lubinski, C. (2016). "Nationalistic Tunes: Western Gramophone Companies and Indian Nationalism before World War I" ["Die nationalistische Note: Westliche Grammophone und indischer Nationalismus vor dem Ersten Weltkrieg."] *Historische Anthropologie* **24**(1): 27-49, <https://doi.org/10.7788/ha-2016-0103>.
- Lubinski, C. (2015). "Global Trade and Indian Politics: The German Dye Business in India before 1947." *Business History Review* **89**(3): 503-530, <https://doi.org/10.1017/S0007680515000707>.
 - Winner of the Henrietta Larson Article Award for the best article in *Business History Review* in 2015.
- Lubinski, C. (2015). "Local Responsiveness in Distant Markets: Western Gramophone Companies in India before World War I." *Management and Organizational History* **10**(2): 170-188, <https://doi.org/10.1080/17449359.2015.1029945>.
- Lubinski, C. and M. Kipping (2015). "Translating Potential into Profits: Foreign Multinationals in Emerging Markets since the Nineteenth Century." *Management and Organizational History* **10**(2): 93-102, <https://doi.org/10.1080/17449359.2015.1029947>.
- Lubinski, C. (2014). "Liability of Foreignness in Historical Context: German Business in Preindependence India (1880-1940)." *Enterprise & Society* **15**(4): 722-758, <https://doi.org/10.1017/S1467222700016098>.
- Jones, G. and C. Lubinski (2014). "Making 'Green Giants': Environment Sustainability in the German Chemical Industry, 1950s–1980s." *Business History* **56**(4): 623-649, <https://doi.org/10.1080/00076791.2013.837889>.

- Jones, G. and C. Lubinski (2012). "Managing Political Risk in Global Business: Beiersdorf 1914-1990." *Enterprise & Society* 13(1): 85-119, <https://doi.org/10.1017/S1467222700010946>.
 - Winner of the *Oxford Journals Article Prize 2013* for the best article in *Enterprise & Society* in 2012.
- Lubinski, C. (2011). "Path Dependency and Governance in German Family Firms." *Business History Review* 85(4): 699-724, <https://doi.org/10.1017/S0007680511001164>.
- Stamm, I. and C. Lubinski (2011). "Crossroads of Family Business Research and Firm Demography: A Critical Assessment of Family Business Survival Rates." *Journal of Family Business Strategy* 2(3): 117-127, <https://doi.org/10.1016/j.jfbs.2011.07.002>.
- Lubinski, C. (2011). "Succession in Multi-Generational Family Firms: An Explorative Study into the Period of Anticipatory Socialization." *Electronic Journal of Family Business Studies* 5(1-2): 4-25, <http://urn.fi/URN:NBN:fi:jyu-201202201213>.
- Lubinski, C. (2010). "Historical Evolution of Corporate Governance in West German Family Firms, 1960s to Present" ["Zwischen Familienerbe und globalem Markt. Die Corporate Governance westdeutscher Familienunternehmen von den 1960er Jahren bis in die Gegenwart."] *Zeitschrift für Unternehmensgeschichte* 55(2): 204-229, <https://doi.org/10.1515/zug-2010-0205>.

Teaching Cases and Material

- Wadhvani, R.D., R. Cassar, and C. Lubinski. "Modmask: Starting Up in a Pandemic," *Harvard Business School Case* SCG581-PDF-ENG (Dec. 20, 2020), <https://hbsp.harvard.edu/product/SCG581-PDF-ENG>.
- Wadhvani, R.D., C. Lubinski and C. Viebig. "Platform Startups: Launching Online Marketplaces," *Harvard Business School Case* SCG577-PDF-ENG (October 31, 2020), <https://hbsp.harvard.edu/product/SCG577-PDF-ENG> and teaching note SCG877-PDF-ENG (October 31, 2020), <https://hbsp.harvard.edu/product/SCG877-PDF-ENG>.
- Lubinski, C., V. Giacomini and R. D. Wadhvani. "Module Note: Historical Entrepreneurship," *Harvard Business School Case* SCG872-PDF-ENG (March 31, 2020), <https://hbsp.harvard.edu/product/SCG872-PDF-ENG>.
- Lubinski, C. and V. Giacomini. "Entrepreneurial Imagination: Ruth Handler and the Barbie Doll," *Harvard Business School Case* SCG568-PDF-ENG (April 1, 2020), <https://hbsp.harvard.edu/product/SCG568-PDF-ENG> and teaching note SCG868-PDF-ENG (April 1, 2020), <https://hbsp.harvard.edu/product/SCG868-PDF-ENG>.
 - [Featured case](#), Case Centre (2020)
- Lubinski, C., K. Nørgaard Modvig and V. Giacomini "Danfoss and the Danish Variety of Capitalism," Historical Entrepreneurship Case Series, *Harvard Business School Case* SCG565-PDF-ENG (Jan. 20, 2020), <https://hbsp.harvard.edu/product/SCG565-PDF-ENG> and teaching note SCG865-PDF-ENG (Jan. 20, 2020), <https://hbsp.harvard.edu/product/SCG865-PDF-ENG>.
- Lubinski, C. and C. Viebig "Business Model Challenges: The Electric Vehicle Company," Historical Entrepreneurship Case Series, *Harvard Business School Case* SCG566-PDF-ENG (Jan. 20, 2020), <https://hbsp.harvard.edu/product/SCG566-PDF-ENG> and teaching note SCG866-PDF-ENG (Jan. 20, 2019), <https://hbsp.harvard.edu/product/SCG866-PDF-ENG>.
- Giacomini, V. and C. Lubinski "Technical Note: Instagram for Educators," Historical Entrepreneurship Case Series, *Harvard Business School Case* SCG864-PDF-ENG (Jan. 20, 2020), <https://hbsp.harvard.edu/product/SCG864-PDF-ENG>.

- Lubinski, C. "Gramophone: Reimagining Music," Historical Entrepreneurship Case Series, *Harvard Business School Case* SCG557-PDF-ENG, <https://hbsp.harvard.edu/product/SCG557-PDF-ENG> and teaching note SCG857-PDF-ENG (Nov. 5, 2019), <https://hbsp.harvard.edu/product/SCG857-PDF-ENG>.
 - HBSP [Editor's Pick](#) for Entrepreneurship (2020).
- Lubinski, C. "Sharing Knowledge on Blended Learning," two videos produced by Copenhagen Business School Teaching & Learning, <https://vimeo.com/275022182> and <https://vimeo.com/275022017>.
- Lubinski, C. "Online Course: Advanced International Entrepreneurship", video series and blended learning exercises, Copenhagen Business School.
- Lubinski, C. and G. Jones (2011). "Willy Jacobsohn and Beiersdorf: Managing Expropriation and Anti-Semitism." *Harvard Business School Case* 811-060 (rev. Sept. 12, 2011), <https://hbsp.harvard.edu/product/811060-PDF-ENG>.

Book Chapters

- Gartner, W. B. and C. Lubinski (2020) "History as a Source and Method for Family Business Research." In *A Research Agenda for Family Business: A Way Ahead for the Field*. A. Calabrò, ed., Cheltenham, UK: Edward Elgar: 29-59.
- Lubinski, C. and C. Viebig (2020). "IP über den Lebenszyklus von Startups." ["IP Challenges over the Life Cycle of Startups"] In: *IP-Strategien für Start-Ups: Grundlagen, Aufbau und Umsetzung von Schutzrechten*, S. Golkowsky, ed., Stuttgart: Schäffer-Poeschel: 177-200.
- Da Silva Lopes, T, C. Lubinski, and H. J. S. Tworek (2019) "Introduction to the Makers of Global Business." In *The Routledge Companion to the Makers of Global Business*, Teresa Da Silva Lopes, Christina Lubinski and Heidi J. S. Tworek, eds., Abingdon, Oxon and New York, NY: Routledge: 3-16.
- Lubinski, C. and R. D. Wadhvani (2019) "International Entrepreneurship and Business History." In *The Routledge Companion to the Makers of Global Business*, Teresa Da Silva Lopes, Christina Lubinski and Heidi J. S. Tworek, eds., New York: Routledge: 55-68.
- Lubinski, C., V. Giacomini, and K. Schnitzer (2018) "Countering Political Risk in Colonial India: German Multinationals and the Challenge of Internment (1914-1947)." *Harvard Business School Working Paper*, No. 18-090.
- Lubinski, C. (2016) "Family Legends: Timeless Stories Between Past and Present." *Family Businesses as a Phenomenon. Volume 2: Overview*, Maria Spitz, Kai Bosecker, Andrea Kambartel and Nicole Roth, eds., Mettingen, Draiflessen Collection: 43-50.
- Lubinski, C. (2015). "Varieties of Capitalism" [Kapitalismusformen.] *Studienbuch institutionelle Wirtschafts- und Unternehmensgeschichte*. C. Wischermann, K. Patzel-Mattern, M. Lutz and T. Jungkind, eds., Stuttgart, Steiner: 180-191.
- Lubinski, C., J. Fear and P. Fernández Perez (2013). "Family Multinationals: An Introduction." *Family Multinationals: Entrepreneurship, Governance, and Pathways to Internationalization*. C. Lubinski, J. Fear and P. Fernández Perez, eds., New York, Routledge: 1-18.
- Lubinski, C. (2013). "Siemens' Early Business in India: A Family Multinational's Quest for Unity, 1847-1914." *Family Multinationals: Entrepreneurship, Governance, and Pathways to Internationalization*. C. Lubinski, J. Fear and P. Fernández Perez. New York, eds., Routledge: 38-54.