

## Curriculum Vitae

### PERSONAL DATA

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Name, Title                      Susanne Beck, Dr. rer. pol.  
Date/Place of Birth            07 June 1988, Rathenow, Germany  
Nationality                      German  
Address                          Nußdorfer Straße 64  
    A-1090 Vienna  
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### ACADEMIC WORKING EXPERIENCE

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Since 04.2017    **LUDWIG BOLTZMANN GESELLSCHAFT**                      Vienna, Austria  
Post-doctoral Researcher at the Open Innovation in Science  
Research and Competence Center (OIS-Center)

Since 03.2017    **COPENHAGEN BUSINESS SCHOOL**                      Copenhagen, Denmark  
Post-doctoral Researcher at the Department of Innovation  
and Organizational Economics

07.2013-02.2017 **ZEPPELIN UNIVERSITY**                      Friedrichshafen, Germany  
Research Assistant and Lecturer  
Chair of Marketing and Consumer Behavior  
Chair of Innovation, Technology, and Entrepreneurship  
Elected PhD representative  
Elected member of the Research Council

06.2016-07.2016 **LANCASTER UNIVERSITY MANAGEMENT SCHOOL**                      Lancaster, United Kingdom  
Department of Entrepreneurship, Strategy, and Innovation  
Visiting Researcher

06.2015-07.2016 **IMPULSMANUFAKTUR GMBH**                      Friedrichshafen, Germany  
Scientific Lead of Several Consulting Projects

02.2012-12.2013 **MUENSTER RESEARCH INSTITUTE**                      Muenster, Germany  
Consultant for Scientific Market Research Studies

10.2011-06.2013 **INSTITUTE OF MARKETING (UNIVERSITY OF MUENSTER)**                      Muenster, Germany  
Coordination and Supervision of Student Assistants,  
Student Assistant

### EDUCATION

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02.2014-10.2016 **ZEPPELIN UNIVERSITY**                      Friedrichshafen, Germany  
PhD (Dr. rer. pol.) [Grade: summa cum laude]  
Topic of Dissertation: "The Family Firm Status as Part of the Brand: Relevance and  
Empirical Evidence for a Potential Competitive Advantage"

09.2011-09.2013 **WESTFÄLISCHE WILHELMS-UNIVERSITY MUENSTER**                      Muenster, Germany  
M.Sc. Marketing  
Minor in Management / Information Systems  
Topic of Master-Thesis: „Empirical Analysis of Consumers' Resistance  
to Buying Alternative Fuel Vehicles"

01.2008-12.2010	<b>ZEPPELIN UNIVERSITY</b> B.A. Communication & Cultural Management, Minor in Corporate Management & Economics Topic Bachelor-Thesis: „Empirical analysis of the differences of behavioral determinants for purchase decisions of Chilean buyers of German car brands versus Japanese car brands“	Friedrichshafen, Germany
02-07.2010	<b>UNIVERSIDAD MAYOR</b> Semester Abroad	Santiago de Chile, Chile
06.2007	<b>JOHANNES GUTENBERG GYMNASIUM</b> A-Levels	Waldkirchen, Germany
07.2004-07.2005	<b>COLEGIO ALIANZA AUSTRAL</b> 1.5 years in high school	Coyhaique, Chile

### *TEACHING ACTIVITIES*

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2016-2017	<b>SERVICE INNOVATION</b> Executive education (eMA BEL), Lecturer	Friedrichshafen, Germany
2017	<b>MARKETING &amp; BRAND MANAGEMENT IN FAMILY FIRMS</b> Executive education (eMA FESH), Lecturer	Friedrichshafen, Germany
2016	<b>MARKETING &amp; BRAND MANAGEMENT</b> Master level, Lecturer	Friedrichshafen, Germany
2013-2016	<b>MARKETING BASICS</b> Master level, Co-Lecturer and Lecturer	Friedrichshafen, Germany
2013-2015	<b>CUSTOMER- AND BRAND MANAGEMENT</b> Bachelor level, Coordinating Role	Friedrichshafen, Germany
2014	<b>SERVICE MARKETING</b> Bachelor level and executive education, Lecturer	Friedrichshafen, Germany
2014	<b>APPLIED MARKET RESEARCH</b> Bachelor and master level, Lecturer	Istanbul, Turkey
2013	<b>RETAIL MARKETING</b> Bachelor level, Co-Lecturer	Friedrichshafen, Germany
Since 2013	<b>SUPERVISING ACTIVITY</b> Bachelor and Master Theses, Student Research Projects	Friedrichshafen, Germany

### *COMPLIMENTARY ACADEMIC ACTIVITIES*

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06.2016-06.2017	<b>CORRESPONDING PROPONENT OF THE CONFERENCE TRACK “RESEARCH METHODS &amp; TOPICS IN CORPORATE FINANCE IN FAMILY BUSINESS RESEARCH” AT THE EURAM ANNUAL CONFERENCE 2017, GLASGOW, SCOTLAND</b>
09.2014-04.2015	<b>ORGANIZATION OF THE LARGEST GERMAN SPEAKING FAMILY FIRM MANAGEMENT RESEARCH CONFERENCE AT ZEPPELIN UNIVERSITY, GERMANY</b>

**PUBLICATIONS IN PEER-REVIEWED JOURNALS**

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- 2016 Beck, S. (2016): **BRAND MANAGEMENT RESEARCH IN FAMILY FIRMS – A STRUCTURED REVIEW AND SUGGESTIONS FOR FURTHER RESEARCH.** *Journal of Family Business Management*, Vol. 6(3), pp. 225-250.
- 2016 Hauck, J., Suess-Reyes, J., Beck, S., Prügl, R., & Frank, H. (2015). **MEASURING SOCIOEMOTIONAL WEALTH IN FAMILY-OWNED AND –MANAGED FIRMS USING THE FIBER SCALE: VALIDATION AND SHORT FORM.** *Journal of Family Business Strategy*, pp. 133-184.
- 2015 Beck, S.; Kenning, P. (2015): **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*, Vol. 43(12), pp. 1126-1143.

**PUBLICATIONS IN PEER-REVIEWED CONFERENCE PROCEEDINGS**

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- 2016 Beck, S.; Lude, M.; Prügl, R. (2016): **WHEN THE IMAGE GETS WRINKLES – THE PERCEIVED INNOVATION ABILITY OF FAMILY FIRMS.** Proceedings of the IPDMC (Innovation and Product Development Management Conference).
- 2014 Kopton, I.; Beck, S.; Wobker, I.; Kenning, P. (2014): **PERCEIVED STORE BRAND’S TRUSTWORTHINESS AS SIGNALS DURING CONSUMERS’ DECISION-MAKING: AN EXPERIMENTAL INVESTIGATION,** Proceedings of the Association for Consumer Research, Vol. XLII, p. 792.

**WORKING PAPERS UNDER REVIEW**

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- 2017 Beck, S.; Prügl, R. (2017): **HOW AND WHY THE STRENGTH OF FAMILY FIRM REPUTATION AFFECTS TRUSTWORTHINESS PERCEPTIONS OF EXTERNAL STAKEHOLDERS: AN EXPERIMENTAL STUDY ASSESSING THE CONSUMER PERSPECTIVE.** 2<sup>nd</sup> round at Family Business Review.
- 2017 Beck, S., Walter, K., & Prügl, R. (2017): **REVEALING THE FAMILY NATURE OF THE FIRM? IDENTIFYING AND TESTING DETERMINANTS FOR THE DECISION TO USE FAMILY FIRMS’ CORPORATE BRAND HERITAGE.** *Previously under review* at Journal of Business Research.
- 2017 Beck, S.; Hubert, M.; Prexl, K.-M.; Prügl, R. (2017): **NOT SO ALTRUISTIC AFTER ALL? INTRODUCING A CORPORATE ACCELERATOR TYPOLOGY BASED ON DIFFERENT STRATEGIC GOALS.** 3<sup>rd</sup> round at R&D Management.

**SELECTED PEER-REVIEWED CONFERENCES**

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- 2016 Beck, S.; Lude, M.; Prügl, R. (2016): **DISCOVERING THE ‘SINCE EFFECT’ – HOW COMMUNICATING THE COMPANY AGE AFFECTS CONSUMERS’ BRAND PERCEPTION,** EMAC 2016, Oslo, Norway.
- 2016 Beck, S.; Walter, K.; Prügl, R. (2016): **TO REVEAL OR NOT TO REVEAL – THE FAMILY FIRM STATUS,** EURAM 2016, Paris, France.
- 2015 Hauck, J.; Suess-Reyes, J.; Beck, S.; Prügl, R.; Frank, H. (2015): **SOCIOEMOTIONAL WEALTH: VALIDATING AND PURIFYING THE FIBER SCALE,** AoM 2015, Vancouver, Canada.

**SELECTED OTHER PUBLICATIONS**

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- 2015 Beck, S.; Prügl, R. (2015): **KONFERENZ DER FORSCHUNGSZENTREN UND INSTITUTE FÜR FAMILIENUNTERNEHMEN IM DEUTSCHSPRACHIGEN RAUM (FIFU-DACHLI) 2015**, Zeitschrift für Familienunternehmen und Stiftungen – Recht, Management, Familie und Vermögen, 2015 (3), pp. 110-111.
- 2015 Beck, S. (2015): **WAHRNEHMUNG VON FAMILIENUNTERNEHMEN**, pFIFig publication series 01/2015, Friedrichshafen.
- 2015 Kenning, P., Beck, S. (2015): **INNOVATION BRAUCHT VERTRAUEN, RUNDSCHAU FÜR DEN LEBENSMITTELHANDEL**, Special Edition ,Global Retail – Visions | Facts | Brands, Oktober 2015, p. 16-18.

**BOOKS**

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- 2016 Beck, S. (2016): **THE FAMILY FIRM STATUS AS PART OF THE BRAND: RELEVANCE AND EMPIRICAL EVIDENCE FOR A POTENTIAL COMPETITIVE ADVANTAGE**, Dissertation. Zeppelin Universität.
- 2011 Beck, S. (2011): **CHILENISCHE AUTOKÄUFER UND IHRE KAUFENTSCHEIDUNGSDETERMINANTEN**, Saarbrücken, VDM Verlag Dr. Müller.

**AWARDS**

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- 2015 Beck, S.; Prügl, R. (2015): **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, SIG Best Paper Award.
- 2015 Hauck, J.; Suess-Reyes, J.; Beck, S.; Prügl, R.; Frank, H. (2015): **SOCIOEMOTIONAL WEALTH: VALIDATING AND PURIFYING THE FIBER SCALE**, EURAM 2015, Warsaw, Overall Conference Best Paper Follow-up.
- 2015 Beck, S., Walter, K., & Prügl, R. (2015): **COMMUNICATING THE 'FAMILY FIRM' STATUS: AN IDENTITY APPROACH ON BRANDING STRATEGY DECISIONS OF GERMAN FAMILY FIRMS**, EIASM 11<sup>th</sup> Workshop on Family Firm Management Research, Lyon, France, Best Paper Follow-up.

**REVIEW ACTIVITIES**

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- Since 06.2017 **R&D MANAGEMENT**
- Since 06.2017 **JOURNAL OF PRODUCT AND INNOVATION MANAGEMENT (JPIM)**
- Since 12.2016 **EUROPEAN MARKETING ACADEMY CONFERENCE (EMAC)**
- Since 09.2016 **JOURNAL OF SMALL BUSINESS MANAGEMENT (JSBM)**
- Since 03.2016 **JOURNAL OF FAMILY BUSINESS MANAGEMENT (JFBM)**
- Since 01.2016 **CZECH JOURNAL OF ECONOMICS AND FINANCE (CJEF)**
- Since 07.2015 **JOURNAL OF FAMILY BUSINESS STRATEGY (JFBS)**
- Since 04.2015 **ASSOCIATION OF CONSUMER RESEARCH (ACR)**
- Since 02.2015 **ACADEMY OF MANAGEMENT CONFERENCE (AOM)**
- Since 02.2015 **EUROPEAN ACADEMY OF MANAGEMENT CONFERENCE (EURAM)**
- Since 12.2014 **INTERNATIONAL JOURNAL OF RETAIL AND DISTRIBUTION MANAGEMENT (IJRDM)**

**AQUIRED FUNDINGS**

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09.2016	<b>120.000 EURO RESEARCH PROJECT</b> EFRE-funded project (EU); commissioned by Institute for advanced education, knowledge- and technology-transfer (IWT)
07.2016	<b>27.000 EURO RESEARCH PROJECT PARTIALLY FINANCING MY POSITION AT ZEPPELIN UNIVERSITY</b> , Schindler Parent Consultancy
03.2015	<b>8.000 EURO SUPPORT FOR ORGANIZING A CONFERENCE, IBH ("INTERNATIONALE BODENSEE HOCHSCHULE" - A EUROPEAN UNION FUNDED ASSOCIATION OF UNIVERSITY AROUND LAKE CONSTANCE)</b>

**PARTICIPATION IN ACADEMIC RESEARCH PROJECTS**

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01.2018	<b>ORGANIZATIONAL DESIGN FOR OPEN INNOVATION IN SCIENCE</b> funded by Austrian National Foundation for Research, Technology and Development, 3 Mio. Euro, in collaboration with Ludwig Boltzmann Gesellschaft; Position as post-doctoral researcher
03.2017	<b>OPEN INNOVATION IN SCIENCE</b> funded by Austrian National Foundation for Research, Technology and Development, 2 Mio. Euro, in collaboration with Ludwig Boltzmann Gesellschaft; Position as post-doctoral researcher

**SELECTED INTERNSHIPS**

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02-08.2011	<b>DR. ING. H.C. F. PORSCHE AG</b> Division Market Research and Division Marketing Strategy	Ludwigsburg, Germany
12.2009-02.2010	<b>DI SALVO PROPIEADAES</b> Divisions Marketing, Market Research, and Sales	El Bolson, Argentina
05-09.2009	<b>VOLKSWAGEN AG</b> Division Corporate Market Research Analyses for Car Clinics (Pre-market entry experimental set-ups)	Wolfsburg, Germany

**SPECIFIC SKILLS**

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Languages	<b>GERMAN</b> (native-language), <b>SPANISH, ENGLISH</b> (business fluent), <b>FRENCH, RUSSIAN</b> (intermediate), <b>ITALIAN, PORTUGUESE</b> (elementary)
IT Skills	<b>MS OFFICE, SPSS, AMOS, SMART PLS</b> (very good), <b>STATA, R, NVIVO, SAP, SAWTOOTH</b> (good)
Hobbies	<b>DRIVING RALLYE, MARTIAL ARTS, COOKING, TRAVELING, CLIMBING AND READING</b>
Time abroad	<b>4 YEARS IN SOUTH AMERICA (ARGENTINA &amp; CHILE)</b>