

Tiare-Maria Brasseur, MSc

tibr.si@cbs.dk | +43664 166 1531 | *12.01.1989, Vienna, Austria

Education

Copenhagen Business School (CBS), Denmark 12/2017 - 2021

PhD, Department of Strategy and Innovation

- Doctoral research: “Crowdsourcing Research Questions in Science”
- Advisors: Marion Poetz and Christoph Grimpe
- Short research description: The aim of this research is to investigate the potential of applying crowdsourcing mechanisms in a science context in terms of antecedents, contingencies and consequences. By doing so, this research contributes to both the upcoming stream of research on the role and value of crowdsourcing-based innovation and the literature on scientific knowledge production.

University of Vienna, Austria 2012 - 2016

Master in Business Administration

- First major: Innovation and Technology Management
- Second major: Electronic Business
- Thesis title: “Exploring Open and Collaborative Business Model Innovation: A Systematic Literature Review”

Melbourne Business School (MBS), Australia 07/ - 12/2014

Postgraduate Exchange

- Specialisation: Social Entrepreneurship, Managing Organisational Change, Managing Innovation and Entrepreneurship

Vienna University of Business and Economics, Austria 2008-2012

Bachelor in Business, Economics and Social Sciences

- Major: International Business (taught in English, French, German)
- Thesis title: “A customer-centric version of the Resource-based View: An integrated approach to Superior Performance”

Copenhagen Business School, Denmark 02 - 06/2011

Undergraduate Exchange

- Specialisation: International Management, International Economics, Business Strategy, Principles of Marketing

Theresianische Akademie Vienna, Austria 1999 - 2007

Private Gymnasium

- Graduation with distinction
- Languages: German, English, French, Latin, Russian (incl. student exchanges)

Awards

- **Best Paper Award:** Special Interest Group (SIG) Big Data Application, AMCIS 2017 (Americas Conference on Information Systems), Boston, USA.
- **Pitch Winner:** Social Entrepreneurship Pitching Challenge 2014, Melbourne Business School, Australia.

Publications

- Brasseur, T.-M., Strauss, C., & Mladenow, A. (2017). Business Model Innovation to Support Smart Manufacturing. *AMCIS 2017 Workshops*. 9.
- Brasseur T.-M., Mladenow A. & Strauss C. (2017). Open business model innovation: Literature review and agenda for future research. *Business Informatics*, 4 (42), pp. 7–16.

Work Experience

Open Innovation in Science (OIS) Research Center, LBG GmbH, Vienna 11/2017 – 2021

PhD researcher (full-time)

- Research interest: Crowdsourcing, Open Innovation, Open Science

Hokify Mobile Job App GmbH, Vienna

01/2017-07/2017

Marketing Manager (full-time)

- Online and Social Media Marketing (full-time)

University of Vienna, Department of Business Sciences, Austria

02/2013 - 07/2014

Student assistant (part-time)

- Personal assistance to the Directorate of Business Studies

Internships

- MTH Retail Group Holding GmbH, Guntramsdorf, Austria 2009 - 2012
 - Finance and Managerial Accounting
 - Logistics and Supply Chain Management
 - Marketing and Customer Service
- Venturi Automobiles, Principality of Monaco, France 09/2008
 - Marketing and Customer Service
- OMD Austria Advertising Agency, Vienna, Austria 07/2008
 - Media data research and analysis
- TBWA\TEQUILA Advertising Agency, Vienna, Austria 08/2007
 - Marketing and Customer Service
- Lambert Eversheds Attorneys, Vienna, Austria 07/2006
 - Legal assistance and secretariat

Languages

- German: Mother Tongue
- English: Fluent (TOEFL iBT: 114)
- French: Good

IT Skills

- Expert knowledge: Microsoft Office
- Advanced knowledge: SPSS, Stata; Adobe Photoshop; Google Analytics; Wordpress
- Basic knowledge: HTML, PHP, CSS, MySQL; SAP

Extracurricular Activities and Interests

- Travelling, outdoor sports
- Creative work and art courses, classical dance
- Volunteer work (educational travels, student teaching)

Referees

- **Marion Poetz**, mp.si@cbs.dk, +45/3815-2914
Associate professor, Department of Strategy and Innovation, CBS
- **Christoph Grimpe**, cg.si@cbs.dk, +45/3815-2530
Professor with special responsibilities, Department of Strategy and Innovation, CBS
- **Christine Strauß**, christine.strauss@univie.ac.at, +43/1/4277-38112
Head of the Department of Electronic Business, University of Vienna