

PROFESSOR DR. CHRISTIAN D. SCHADE  
Chair of Entrepreneurial and Behavioral Decision Making  
Humboldt-Universität zu Berlin  
School of Business and Economics  
Postal address: Unter den Linden 6, 10099 Berlin, Germany  
Location: Spandauer Straße 1, 10178 Berlin, Germany

Phone: +49 30 2093-9 90 10  
Email: schade@wiwi.hu-berlin.de

## Academic Career

April 2016	Dean of the School of Business and Economics at Humboldt
March 2018	Universität zu Berlin (for one election period of two years)
2015	Job offer from the Justus-Liebig-Universität Gießen (declined)
since 2015	Board Member of SABE (Society for the Advancement of Behavioral Economics)
2013-2016	Board Member of the German Academy of Business Administration [Verband der Hochschullehrer für Betriebswirtschaft (VHB)], responsible for the promotion of young researchers
2011	Cooptation in the committee “Company policy and theory of the firm” [Unternehmenstheorie und -politik] of the Verein für Socialpolitik
2010-2014	Prolongation of the behavioural-economic and experimental-economic research project as part of the SiAg research group, funded by the German Research Foundation (DFG); duration of the sub-project until August 2014
2009	Job offer from the University of Hamburg (declined)
September 2007- January 2008	Guest Professor for the Department of Psychology, Columbia University, New York, USA: joint teaching with David H. Krantz of a doctoral course on values and norms in games
2007-2010	PI of a behavioral-economic and experimental- economic research project as part of the SiAg research group, funded by the German Research Foundation (DFG): <a href="https://www.wiwi.hu-berlin.de/de/professuren/bwl/ebdm/forschung/siag_html">https://www.wiwi.hu-berlin.de/de/professuren/bwl/ebdm/forschung/siag_html</a>
2007-2021	Research Fellow of the Wharton Risk Management and Decision Processes Center, University of Pennsylvania, Philadelphia, USA
2006-2010	Director of the research project “Innovation and Coordination” funded by the VolkswagenStiftung, in cooperation with Columbia University, Wharton School and DIW Berlin: <a href="https://www.wiwi.hu-berlin.de/de/professuren/bwl/ebdm/forschung/vw-projekt_html">https://www.wiwi.hu-berlin.de/de/professuren/bwl/ebdm/forschung/vw-projekt_html</a>
2002-2010	Research Professor at the German Institute for Economic Research (DIW Berlin)
2001-2010	Repeatedly raising funds and directing the HANIEL Guest Professorship for Entrepreneurship at Humboldt-Universität zu Berlin

since May 2000	Full Professor, School of Business and Economics, Humboldt-Universität zu Berlin, Director of the Institute for Entrepreneurial Studies and Innovation Management, re-named into Chair of Entrepreneurial and Behavioral Decision Making
February 2000	Habilitation (German postdoctoral thesis) at Johann Wolfgang Goethe-Universität, Frankfurt
1996-2000	Visiting Scholar (on a repeated multi-months basis, funded by the Metzler Foundation and the German Research Foundation, DFG) at Wharton Risk Management and Decision Processes Center, University of Pennsylvania, Philadelphia, USA
1996-2000	Research Associate / Assistant Professor, School of Business and Economics, Johann Wolfgang Goethe-Universität, Frankfurt
September 1995	Dr. rer. pol. (German doctorate degree), Johann Wolfgang Goethe-Universität, Frankfurt
1991-1995	Research Associate in Marketing, Johann Wolfgang Goethe-Universität, Frankfurt (Klaus P. Kaas)
1981-1991	Studies of Psychology and Business (Vordipl., Dipl.-Kfm., respectively)

## Research

### *Refereed articles*

Schade, C.D. (2022): Does Physics Allow for Free Will? Proposing a Novel Type of Psychophysical Experiments Testing the Multiverse Interpretation of Quantum Mechanics. *Journal of Cognition and Neuroethics* 8 (1), 65-82.

Schade, C. D. (2020): Free will in the clustered-minds multiverse, and some comments on S. Sarasvathy's 'Choice Matters'. *Mind and Society* 19, 323-330.

Schade, C. D. and Snir, A. (2020): A lab test on the decision not to decide. *Business Research*, 13, 1253-1291.

Zimmer, A., Gründl, H., Schade, C.D. and Glenzer, F. (2018): An incentive-compatible experiment on probabilistic insurance and implications for an insurer's solvency level. *Journal of Risk and Insurance*, 85, 245-273.

Schade, C. D. (2015): Collecting evidence for the permanent coexistence of parallel realities: An interdisciplinary approach. *Journal of Cognition and Neuroethics* 3, 327-362.

Mussoff, O., Odening, M., Schade, C.D., Maart-Noelck, S., and Sandri, S. (2013): Inertia in disinvestment decisions: Experimental evidence. *European Review of Agricultural Economics* 40, 463-485.

Koellinger, P., Minniti, M., and Schade, C.D. (2013). Gender differences in entrepreneurial propensity. *Oxford Bulletin of Economics and Statistics* 75, 213-234.

Burmeister-Lamp, K., Lévesque, M., and Schade, C.D. (2012): Are Entrepreneurs Influenced by Risk Attitude, Regulatory Focus or Both? An Experiment on Entrepreneurs' Time Allocation. *Journal of Business Venturing* 27, 456-476.

Schade, C.D., Kunreuther, H. C., and Koellinger, P. (2012): Protecting Against Low-Probability Disasters: The Role of Worry. *Journal of Behavioral Decision Making* 25, 534-543.

- Pogrebna, G., Krantz, D., Schade, C.D., and Keser, C. (2011): Words versus Actions as a Means to influence Cooperation in Social Dilemma Situations. *Theory and Decision* 71, 473-502.
- Schade, C.D., Schröder, A., and Krause, K. (2010): Coordination after Gains and Losses: Is Prospect Theory's Value Function Predictive for Games? *Journal of Mathematical Psychology* 54, 426-445.
- Sandri, S., Schade, C.D., Mußhoff, O., and Odening, M. (2010): Holding on for too long? - An experimental study on inertia in entrepreneurs' and non-entrepreneurs' disinvestment choices. *Journal of Economic Behavior and Organization* 76, 30-44.
- Zimmer, A., Schade, C.D., and Gründl, H. (2009): Is default risk acceptable when purchasing insurance? Experimental evidence for different probability representations, reasons for default, and framings. *Journal of Economic Psychology* 30, 11-23.
- Schade, C.D. and Burmeister-Lamp, K. (2009): Experiments on entrepreneurial decision making: A different lens through which to look at entrepreneurship. *Foundations and Trends in Entrepreneurship*, 5, 81-134.
- Koellinger, P., Minniti, M., and Schade, C.D. (2007): „I think I can, I think I can“: Overconfidence and entrepreneurial behavior. *Journal of Economic Psychology* 28, 502-527.
- Burmeister, K., and Schade, C.D. (2007): Are entrepreneurs' decisions more biased? An experimental investigation of the susceptibility to status quo bias. *Journal of Business Venturing* 22, 340-362.
- Maurer, M.I. and Schade, C.D. (2006): Strategiepraktiker versus Strategiethoretiker: Verhalten von Unternehmern im Vergleichsexperiment [Strategy practitioners versus strategy theorists: Behavior of entrepreneurs in a comparative experiment]. *Zeitschrift für Betriebswirtschaft* 4, 69-91.
- Lévesque, M. and Schade, C.D. (2005): Intuitive optimizing: Experimental findings on time allocation decisions with newly formed ventures. *Journal of Business Venturing* 20, 313-342.
- Schade, C.D., Nitschke, T., and Sattler, H. (2005): Reciprocity with video file sharing: Experimental evidence. *Advances in Consumer Research* 32, 58-64.
- Schade, C.D. (2005): Dynamics, experimental economics, and entrepreneurship. *Journal of Technology Transfer* 30, 409-431.
- Burmeister, K. and Schade, C.D. (2005): Status quo bias versus variety seeking: An experimental investigation into situational and individual moderators. *Marketing: Journal of Research and Management* 1, 14-25.
- Kunreuther, H., Meyer, R., Zeckhauser, R., Slovic, P., Schwartz, B., Schade, C.D., Luce, M.F., Lippman, S., Krantz, D., Kahn, B., and Hogarth, R. (2002): High stakes decision making: Normative, descriptive and prescriptive considerations. *Marketing Letters* 13, 259-268.
- Lévesque, M. and Schade, C.D. (2002): Intuitive optimizing for time allocation decisions in newly formed ventures. *Frontiers of Entrepreneurship Research 2002*, Babson College 2002, 283-294.
- Schade, C.D. and Kunreuther, H. (1999): Consumers' purchasing decisions on warranties: Preliminary results on framing effects and worry. Hildebrandt, L., Annacker, D., and Klapper, D. (eds.): *Marketing and competition in the information age*; Proceedings of the 28<sup>th</sup> European Marketing Academy (EMAC) Conference, May 11-14, Humboldt-Universität zu Berlin.
- Kaas, K. P. and Schade, C.D. (1995): Unternehmensberater im Wettbewerb; eine empirische Untersuchung aus der Perspektive der Neuen Institutionenlehre. [Management consultants in competition; An empirical study from the perspective of neoinstitutional economics]. *Zeitschrift für Betriebswirtschaft* 65, 1067-1089.

Kehrer, R. and Schade, C.D. (1995): Interne Problemlösung oder Konsultation von Unternehmensberatern; ein Rahmenkonzept zur sukzessiven Entscheidungsfindung auf transaktionskosten- und organisationstheoretischer Basis. [Internal problem-solving or hiring management consultants; a conceptual framework for a stepwise approach based on transaction costs and organization theory]. *Die Betriebswirtschaft* 55, 465-479.

Becker, U. and Schade, C.D. (1995): Betriebsformen der Unternehmensberatung; eine Erklärung auf der Basis der Netzwerktheorie und der Neuen Institutionenlehre. [Organizational forms of management consulting firms; an explanation based on network theory and neoinstitutional economics]. *Zeitschrift für betriebswirtschaftliche Forschung* 47, 327-354.

Fischer, M., Hüser, A., Mühlenkamp, C., Schade, C.D. and Schott, E. (1993): Marketing und neuere ökonomische Theorie; Ansätze zu einer Systematisierung. [New microeconomic theory as a framework for marketing]. *Betriebswirtschaftliche Forschung und Praxis* 45, 443-470.

Schade, C.D. and Schott, E. (1993): Instrumente des Kontraktgütermarketing. [Marketing contract goods]. *Die Betriebswirtschaft* 53, 491-511.

Schade, C.D. and Schott, E. (1993): Kontraktgüter im Marketing. [Contract goods as an object of marketing]. *Marketing: Zeitschrift für Forschung und Praxis* 15, 15-25.

### *Monographs*

Schade, C.D. (2018): *Free Will and Consciousness in the Multiverse: Physics, Philosophy and Quantum Decision Making*. Springer.

Schade, C.D. (2000): Marketing für Unternehmensberatung; ein institutionenökonomischer Ansatz. [Marketing of consulting services; An institutional economics approach]. Reprint of the 2nd revised edition: Wiesbaden 2000 (2nd edition 1997, 1st edition 1996; Dissertation Frankfurt/Main 1995).

### *Non-refereed articles*

Schade, C.D. (2023): Towards a Philosophy of Entrepreneurial Decision Making: Understanding the Nature of Innovations within the Framework of the Quantum Multiverse. In: Alain Fayolle and Saulo Dubart Barbosa (eds.): *A Research Agenda for Entrepreneurial Decision Making*. Edgar Elgar. In press.

Schade, C.D. und Sunder, S. (2020): Physics and decisions: An Exploration. *Mind and Society* 19, 287-292.

Schade, C.D. (2018): Unternehmerisches Entscheiden. In: G. Faltn (ed.): *Handbuch Entrepreneurship*, Berlin: Gabler Verlag, 345-364.

Koellinger, P., Minniti, M., and Schade, C.D. (2011): Excess Entry and Entrepreneurial Decisions: The Role of Overconfidence. In: M. Minniti (ed.) *The Dynamics of Entrepreneurship: Evidence from the Global Entrepreneurship Monitor Data*, Oxford University Press, 11-30.

Schade, C.D. (2010): Entrepreneurial decision making: A paradigm rather than a set of questions [editorial article]. *Journal of Business Venturing* 25, 173-174.

Schade, C.D. and Siegel, D. (2008): International issues in entrepreneurship. [editorial article]. *Small Business Economics* 31, 1-3.

Schade, C.D. and Koellinger, P. (2007): Heuristics, biases, and the behavior of entrepreneurs. M. Minniti et al. (eds.): *Entrepreneurship: The engine of growth*. Westport, CT, USA: Praeger 1, 41-63.

Koellinger, P., Minniti, M., and Schade, C.D. (2006): Characteristics of entrepreneurs across countries – Evidence from a CART approach. Demougin, D. and Schade, C. (eds.): *An*

*economic perspective on entrepreneurial decision making - First Haniel-Kreis meeting on entrepreneurial research.* Berlin: Duncker & Humblot Verlag, 51-71.

Grishchenko, Y. and Schade, C.D. (2005): Schätzung des Bass-Modells mittels der Methode der kleinsten Quadrate: Eine Monte-Carlo-Simulationsstudie zu bekannten und unbekanntem Problemen. [Estimation of the Bass model using the least squares method: A Monte-Carlo-simulation study regarding known and unknown problems]. Posselt, T. and Schade, C. (eds.): *Quantitative Marketing Forschung in Deutschland: Festschrift zum 65. Geburtstag von Klaus Peter Kaas.* Berlin: Duncker & Humblot Verlag, 277 - 298.

Schade, C.D. (2004): Ökonomische Laborexperimente und Konsumentenverhalten. [Economic laboratory experiments and consumer behavior]. Gröppel-Klein, A. (ed.): *Konsumentenverhaltensforschung im 21. Jahrhundert.* Wiesbaden: Deutscher Universitätsverlag, 565-584.

Nowak, E. and Schade, C.D. (2002): Optimismus, Overconfidence oder Risikofreude im Verhalten von Unternehmern? *Darstellung eines experimentellen Forschungsvorhabens.* [Optimism, overconfidence or risk-seeking in the behavior of entrepreneurs? Presentation of an experimental research project]. Klandt, H. and Weihe, H. (eds.): *Gründungsforschungs-Forum 2001*; FGF Entrepreneurship-Research Monographien. Köln Lohmar, Vol. 32, 317-325.

Schade, C.D. and Krebs, T. (2002): La renaissance de l'esprit d'entreprendre en Allemagne [The rebirth of entrepreneurship in Germany]. *Management & Conjoncture Sociale*, Vol. 615, 89-94.

Schröder, A. and Schade, C.D. (2002): Bounded rationality in a three-player simultaneous market entry game. *Proceedings of the 2001 IEEE EMS International Engineering Management Conference*, 213-218.

Schade, C.D. (2001): Unternehmerverhalten als Forschungsgebiet. [Entrepreneurship as a field of research]. *Humboldt-Spektrum* 8, 56-60.

Schade, C.D. (2001): Matching als Kernproblem des Marketing für Unternehmensberatung. [Matching as the core marketing problem of consultants]. Tscheulin, D. K. and B. Helmig (eds.): *Branchenspezifische Besonderheiten des Marketing.* Wiesbaden, Deutscher Universitätsverlag, 167-185.

Schade, C.D. (2000): Nachfrage nach Versicherungen: (auch) ein Wahrnehmungsphänomen? [Demand for insurance: (Also) a perceptual phenomenon?]. Woratschek, H. (ed.): *Neue Aspekte des Dienstleistungsmarketing – Konzepte für Forschung und Praxis.* Wiesbaden, 83-100.

Schade, C.D. and Kunreuther, H. (1998): Context-dependent preferences and distribution of insurance products; theoretical foundations and experimental results. *European Advances in Consumer Research* 3, 278-285.

Schade, C.D. (1998): Marketing für Unternehmensberatungsleistungen. [Marketing for management consulting services]. Meyer, A. (ed.): *Handbuch des Dienstleistungsmarketing.* Stuttgart, Deutscher Universitätsverlag, Vol. 2, 1833-1845.

Schade, C.D. (1996): Standardisierung von Beratungsleistungen; eine ökonomische Analyse integrativer Produktionsprozesse. [Standardization of consulting services; An economic analysis of integrative production processes]. Meyer, A. (ed.): *Grundsatzfragen und Herausforderungen des Dienstleistungsmarketing.* Wiesbaden, Deutscher Universitätsverlag, 69-96.

Schade, C.D. (1995): Kompatibilitätskriterien, Kompatibilitätsmanagement und Projektselektion in der Unternehmensberatung. [Compatibility criteria, compatibility management and project selection with management consulting]. Kleinaltenkamp, M. (ed.): *Dienstleistungsmarketing - Konzeptionen und Anwendungen.* Wiesbaden, Deutscher Universitätsverlag, 63-88.

Kaas, K. P. and Schade, C.D. (1993): Bindungsstärke in Kooperations- und Geschäftsbeziehungen am Beispiel der Dienstleistung Unternehmensberatung. [Attachment in

cooperation and long-term relationships; the example of management consulting]. Thelen, E. M. and Mairamhof, G.B. (eds.): *Dienstleistungsmarketing - Eine Bestandsaufnahme*. Frankfurt/Main, Peter Lang Verlag, 73-99.

### *Edited books and special issues/sections*

Schade, C.D. and Sunder, S. (2020) (eds.): Physics and Decisions: an Exploration. Special Section in *Mind & Society* 19, 287-330.

Schade, C.D. (2010) (ed.): Seeing entrepreneurship through the lens of decision making. Special Section in the *Journal of Business Venturing*, 2006 Lally-Darden-Humboldt Young Entrepreneurship Scholars' Retreat, *Journal of Business Venturing* 25, 173-215.

Schade, C.D. and Siegel, D. (2008) (eds.): Interdisciplinary perspectives on entrepreneurship. Special Issue of *Small Business Economics*, 2006 Lally-Darden-Humboldt Young Entrepreneurship Scholars' Retreat 31.

Demougin, D. and Schade, C.D. (2006) (eds.): *An economic perspective on entrepreneurial decision making - First Haniel-Kreis Meeting on Entrepreneurial Research*. Schade, C. (ed.): Entrepreneurship, Marketing, Innovation. Berlin: Duncker & Humblot Verlag, Vol. 2.

Posselt, T. and Schade, C.D. (2005) (eds.): *Quantitative Marketingforschung in Deutschland: Festschrift für Klaus Peter Kaas zum 65. Geburtstag*. [Quantitative marketing research in Germany: Festschrift for the 65th anniversary of Klaus Peter Kaas]. Schade, C. (ed.): Entrepreneurship, Marketing, Innovation. Berlin: Duncker & Humblot Verlag, Vol. 1.

### *Contributions to encyclopedia*

Schade, C.D. (2005): *Wertkette*. [Value chain]. Kollmann, T. (ed.): Gabler Kompakt-Lexikon Unternehmensgründung. Wiesbaden: Gabler-Verlag, 437-439.

Schade, C.D. (2004): Author in charge for the entire field "Marketing theory" in Bruhn, M. and Homburg, C. (eds.): Gabler Lexikon Marketing. Wiesbaden: Gabler Verlag, 2<sup>nd</sup> edition. Long keywords have been the following:

Schade, C.D. (2004): Fünf-Kräfte-Modell. [Five forces model]. Bruhn, M. and Homburg, C. (eds.): Gabler Lexikon Marketing. Wiesbaden: Gabler Verlag, 2<sup>nd</sup> edition, 264-265.

Schade, C.D. (2004): Institutionenökonomik. [Institutional economics]. Bruhn, M. and Homburg, C. (eds.): Gabler Lexikon Marketing. Wiesbaden: Gabler Verlag, 2<sup>nd</sup> edition, 335-340.

Schade, C.D. (2004): Theorien des Marketings. [Theories of marketing]. Bruhn, M. and Homburg, C. (eds.): Gabler Lexikon Marketing. Wiesbaden: Gabler Verlag, 2<sup>nd</sup> edition, 808-811.

Schade, C.D. (2004): Verhaltenswissenschaftlicher Ansatz. [Theoretical approaches to consumer behavior]. Bruhn, M. and Homburg, C. (eds.): Gabler Lexikon Marketing. Wiesbaden: Gabler Verlag, 2<sup>nd</sup> edition, 844-848.

Schade, C.D. (2001): Marketingberatung. [Marketing consulting]. Diller, H. (ed.): Vahlens Großes Marketing Lexikon. München: Vahlen, 966-967.

Schade, C.D. (2001): Outsourcing von Marketing. [Outsourcing the marketing function]. Diller, H. (ed.): Vahlens Großes Marketing Lexikon. München: Vahlen, 1235-1237.

Schade, C.D. (2001): Prospecttheorie. [Prospect Theory]. Diller, H. (ed.): Vahlens Großes Marketing Lexikon. München: Vahlen, 1435-1438.

## *Recension*

Schade, C.D. (1992): Consumer protection in the case of asymmetric information. Recension of the book of Vahrenkamp, K.: Verbraucherschutz bei asymmetrischer Information. München: *Journal of Consumer Policy* 15 , 497-501.

## *Presentations since 2001*

“Unbound and entrepreneurial: Singleness and serial entrepreneurship among women”, 25.-30.06.2023, Oxford, England, Summer Oxford Residence Week for Entrepreneurship Scholars at Worcester College

„Towards a Philosophy of Entrepreneurial Decision Making: Understanding the Nature of Innovations within the Framework of the Quantum Multiverse”, 24.01.2020, Rotterdam, The Netherlands, Strategy & Entrepreneurship Research Seminar at the Erasmus Research Institute of Management

„Exit decisions in the lab: real options vs. psychological drivers”, 23.01.2020, Rotterdam, The Netherlands, lecture in „Introduction to Strategy Economics” at the Erasmus School of Economics

„Exit decisions in the lab: real options vs. psychological drivers”, 25.09.2019, Berlin, Germany, mapping entrepreneurial group trajectories research conference at the Technical University Berlin

„Towards a Philosophy of Entrepreneurial Decision Making: Understanding the Nature of Innovations within the Framework of the Quantum Multiverse“, 12.09.2019, Darmstadt, Germany, Jahrestagung der Wissenschaftlichen Kommission Technologie, Innovation und Entrepreneurship (TIE) 2019 des Verbandes der Hochschullehrer für Betriebswirtschaftslehre (Annual Meeting of the scientific commission for technology, innovation and entrepreneurship at the German Academic Association for Business Research)

„Social Preferences of Entrepreneurs“, 25.-29.06.2018, Oxford, England, Summer Residence Week for Entrepreneurship Scholars at Tempelton College

“The Strategic Value of Emotions – Happiness and Fear in Market Entry Games”, 27.04.2018, Munich, Germany, Sitzung des Ausschusses f. Unternehmenstheorie u. Politik im Verein f. Socialpolitik

“Dualistic Idealism: No Supervenience of Consciousness on the Physical, but No Influence of Consciousness on the Physical Either”, 17.10.2015, Flint, MI, USA, Consciousness Conference

“Collecting Evidence for the Permanent Coexistence of Parallel Realities: An Interdisciplinary Approach”, 11.10.2014, Flint, MI, USA, Free Will Conference 2014

“Exit timing: Real-options reasoning, heuristics, or precognition?”, 01.10.2014, Nashville; TN, USA, on invitation by Prof. Hornberger of the Institute for Energy and Environment at Vanderbilt University

“Analysis of Interdependent Security Situations”, 25.04.2014, Gießen, Germany, on invitation by Prof. Bausch of the Center for Management Studies at Justus-Liebig-Universität

“Game theory or heuristics: Experimental findings on R&D investments with positive spillovers”, 07.04.2014, Amsterdam, Netherlands, Research Seminar at the Amsterdam Center for Entrepreneurship

“Entrepreneurship als Kette von Entscheidungsprozessen: Wie treffe ich die richtige Entscheidung?“, 19.10.2013, Berlin, Germany, Entrepreneurship Summit 2013

“Wealth Tax and Investment Risk - An Experimental Investigation“ by Blaufus/Möhlmann, 10.-11.10.2013, Paderborn, Germany, Workshop „Experimentelle Steuerforschung“ (experimental tax research) 2013

“Behavioral Foundations of Structural Change”, 25.09.2013, Berlin, Germany, Annual Conference of the „Gesellschaft für Wirtschafts- und Sozialwissenschaften des Landbaues e.V. (GEWISOLA)“ 2013

“Measuring Multidimensional Preferences in Non-consumer Choice: Results of a Conjoint Analysis with Farmers”, 28.07.2013, Atlanta, GA, USA, ICABEEP/IAREP/SABE Conference 2013

“Perceived freedom of choice in different choice scenarios, an experimental investigation”, 27.07.2013, Atlanta, GA, USA, ICABEEP/IAREP/SABE Conference 2013

“Land Market Allocation: A Multidimensional Utility framework”, 27.06.2013, Universität Hohenheim, Germany, SiAg research seminar, summer 2013

“When the stress of quitting meets the cost of playing: An experiment on to quit or not to quit?”, 12.06.2013, Bergische Universität Wuppertal, Germany, Schumpeter Colloquium

“Conjoint Analysis on Farmers’ Preference of Operating Farms”, 24.01.2013, Universität Göttingen, Germany, Germany, SiAg research seminar, winter 2012/13

“The relevance of perceptual variables: comparing necessity and opportunity entrepreneurship”, 09.11.2012, Universität Potsdam, Germany, FGF G-Forum 2012

“Land Market Allocation: A Multidimensional Utility Framework”, 28.06.2012, Humboldt-Universität zu Berlin, SiAg research seminar, summer 2012

“Context matters: Experimental findings on protection against interdependent events”, 15.06.2012, Universität Wien, exclusive tutorial at the Institute for Marketing

“Land Marketing Allocation in a Multidimensional Utility Framework”, 24.11.2011, Humboldt-Universität zu Berlin, SiAg research seminar, winter 2011/12

“Allocation mechanisms for land markets – A proposal for analyzing multi-dimensional consequences”, 30.06.2011, Humboldt-Universität zu Berlin, SiAg research seminar, summer 2011

“Holding on for too long? - An experimental study on inertia in entrepreneurs` and non-entrepreneurs` disinvestment choices”, 01.06.2011, seminar in micro-economics at the Johann Wolfgang Goethe-Universität Frankfurt/M

“Holding on for too long? - An experimental study on inertia in entrepreneurs` and non-entrepreneurs` disinvestment choices”, 07.04.2011, Columbia University, New York, USA, Laboratory Seminar, Decision Sciences Group and Center for Research on Environmental Decisions (CRED)

“Coordination with Dual Uncertainty: An experiment with entrepreneurs and non-entrepreneurs on investments in innovative activities”, 09.06.2010, Universitat Autònoma de Barcelona, research seminar at the Dept. of Business

“Holding on for too long? - An experimental study on inertia in entrepreneurs` and non-entrepreneurs` disinvestment choices”, 12.05.2010, Imperial College, London, England, research seminar “Innovation and Entrepreneurship”

“Agricultural Entrepreneurs` Decision Making and Structural Change: An Experimental Approach”, 06.05.2010, DFG, Bonn, colloquium to present an application for prolongation of the research group “structural change in agriculture”

“Coordination with innovative activities: An experiment with entrepreneurs and non-entrepreneurs”, 19.01.2010, mini-symposium on Entrepreneurship & Innovation, Humboldt-Universität zu Berlin, Berlin

“Coordination and allocation on land markets under increasing scale economies and heterogeneous actors – an experimental study”, 10.12.2009, IAMO Halle SiAg research seminar, winter 2009/10



“Coordination with innovative activities: An experiment with entrepreneurs and non-entrepreneurs”, 03.12.2009, Universität Erlangen-Nürnberg, Nürnberg, Experimental Laboratory Meeting, Institute for Insurance Marketing

“Coordination with innovative activities: An experiment with entrepreneurs and non-entrepreneurs”, 06.11.2009, Max-Planck-Institut, Jena, DIME Workshop “Experimental methods and Innovation: broadening and challenging existing knowledge”

“Characterizing the female entrepreneur: comparing strategic behavior with other groups of individuals”, 23.10.2009, Utrecht University, “Workshop on Strategic Entrepreneurship”

“Holding On for Too Long? An Experimental Study on Inertia in Entrepreneurs’ and Non-Entrepreneurs’ Disinvestment Choices”, 09.07.2009, Halifax, Kanada, IAREP/SABE Conference 2009

“Holding on for too long? - An experimental study on inertia in entrepreneurs' and non-entrepreneurs' disinvestment choices”, 12.06.2009, Schloss Ringberg, Kreuth, Max-Planck Workshop

“Agricultural entrepreneurs’ role in structural change – experiments on decision-making”, 07.05.2009, IAMO Halle, SiAg research seminar, summer 2009

“Intuitive strategizing: Experimental findings on entrepreneurs’ R&D investments with spillovers”, 20.11.2008, University of Beira Interior, Portugal, RENT XXII – Research in Entrepreneurship and Small Businesses

“An Experimental Investigation of Real Options Decision Making”, 23.10.2008, Humboldt-Universität zu Berlin, SiAg research seminar, winter 2008/09

“Intuitive strategizing: Experimental findings on entrepreneurs’ R&D investments with spillovers”, 03.-10.10.2008, Cuba, ISSEM 2008 conference

“An Experimental Study of Uncertainty and Market Entry”, 15.09.2008, Ottobeuren, specialized conference/workshop „Experimentelle Wirtschaftsforschung“ (experimental economic research)

“Experimental Studies on the Investment Behavior of Agricultural Entrepreneurs”, 12.06.2008, SiAg research seminar, summer 2008

“Coordination with R&D Investments”, 07.11.2007, Seattle, USA, INFORMS Annual Meeting 2007

“Coordination with R&D investments: An experimental investigation based on the interdependent security model”, 22.10.2007, Waterloo University, Canada

“Experiments on Entrepreneurial Decision Making”, 12.07.2007, Berlin, Max Planck Summer Institute on Entrepreneurship Research

“Is Default Risk Acceptable when Purchasing Insurance?”, 17.-19.04. 2007, University of Nottingham, England, 29th UK Insurance Economists’ Conference

“Coordination with R&D investments: An experimental investigation of R&D problems in the interdependent security framework”, 18.12.2006, Humboldt-Universität zu Berlin, kick-off-workshop of the VolkswagenStiftung project „Innovation and Coordination“

“Verhaltensforschung bei Innovationen, nicht nur bei Konsumenten, vor allem mittels Experimenten und auch bei strategischer Interaktion” (behavioral research, not only of the consumer, mainly through experiments and strategic interaction), 22.09.06, Netzeband, annual meeting of the research group "Konsum und Verhalten" (consumption and behavior)

“Experimental Economics and Entrepreneurship Research: What Has Been Done and What Has Not”, 07.08.2006, Max-Planck-Institut für Ökonomik, Jena, during a workshop entitled "Experimental Methods in Entrepreneurship"

“Subjective equilibria with coordination after gains and losses”, 05.07.2006, Paris, IAREP-SABE Conference 2006

“Strategiepraktiker versus Strategietheoretiker: Unternehmerverhalten im Vergleichsexperiment” (*strategic practitioners vs. strategic theorists: entrepreneurs’ behavior in a contrast experiment*), 27.06.2006, Bergische Universität Wuppertal

“Are entrepreneurs’ decisions more biased? An experimental investigation of the susceptibility to status quo bias”, 06.-07.06.2006, Copenhagen, CEBR Conference

“Innovation and Coordination: Theory and Experimental Evidence on Market Entry in Gain and Loss Situations”, 11.05.2006, Nantes, France, AFM Conference 2006

“Paper, Rock, Scissors with Asymmetric Feedback”, 22.03.2006, Columbia University, New York, USA, laboratory seminar, Decision Sciences Group and Center for Research on Environmental Decisions (CRED)

“Does entrepreneurs’ decision making generalize across different countries? An experimental study on selected ‘anomalies’ in Russia and Germany”, 15.12.2005, Max-Planck Institute for Economics, Jena

“Innovation and Coordination in the Experimental Economics Laboratory”, 15.11.2005, San Francisco, INFORMS Annual Meeting 2005

“Predicting New-product Adoption Time with a Spatial Model”, 15.11.2005, San Francisco, USA, INFORMS Annual Meeting 2005

“When Do Consumers Share? – Theory and Experimental Evidence”, 22.-24.09.2005, Leipzig, Annual Meeting of the research group „Konsum und Verhalten” (consumption and behavior)

“Risk dominance in subjectively transformed games: a theoretical and experimental investigation of the effects of prior gain and loss experiences for basic coordination games”, 26.08.2005, Tilburg Symposium on Psychology and Economics, Tilburg

“Are entrepreneurs’ decisions more biased than others’?”, 08.-10.04.2005, Glenlaurel, Ohio, USA, Darden-Lally-Fisher Retreat on Entrepreneurship

“Personality of the Entrepreneur”, 10.11.2004, Weatherhead School of Management, Case Western Reserve University, Cleveland, Ohio, USA, Management and Entrepreneurship-Seminar

“Reciprocity with Video File Sharing: Experimental Evidence”, 26.10.2004, Denver, Colorado, USA, INFORMS Annual Meeting

“Strategy and coordination after prior gain and loss experiences”, 23.10.2004, Columbia University, New York, USA, laboratory seminar, Decision Sciences Group and Center for Research on Environmental Decisions (CRED)

“The more you have the more you buy: Look-in-effects in the adoption of e-business”, 20.10.2004, Lally School of Management and Technology, Rensselaer Polytechnic Institute, Troy, New York, USA

“Why do Consumers Share? – Theory and Experimental Evidence”, 14.10.2004, Columbia University, New York, USA, laboratory seminar, Decision Sciences Group and Center for Research on Environmental Decisions (CRED)

“Reciprocity with Video File Sharing: Experimental Evidence”, 08.10.2004, Portland, Oregon, USA, ACR Conference

“Adoption of e-business: Patterns and consequences of network externalities”, 05.05.2004, Weierstraß-Institute for Applied Analysis and Stochastics Berlin, research seminar of the Mathematical Statistics Institute

“Interdependent Security in the Laboratory”, 11.03.2004, Columbia University, New York, USA, laboratory seminar, Decision Sciences Group

“Probability Neglect and Concern in Insurance Decisions with High Stakes”, 04.03.2004, Wharton School, University of Pennsylvania, Philadelphia, USA, Marketing and Decision Making Seminar of the Risk and Decisions Center

“Strategy and coordination after prior gain and loss experiences”, 19.11.2003, Weatherhead School of Management, Case Western Reserve University, Cleveland, Ohio, USA

“Gender Differences in Strategic Behavior after Gain and Loss Experiences”, 28.10.2003, New York, USA, lecture series of the Humboldt-Universität zu Berlin in New York City

“Using Spatial Statistics for the Analysis of New-Product Adoption over Time”, 21.10.2003, Atlanta, Georgia, USA, INFORMS Annual Meeting

“Strategy and coordination after prior gain and loss experiences”, 19.-22.10.2003, Atlanta, Georgia, USA, INFORMS Annual Meeting

“Strategy and coordination after prior gain and loss experiences”, 21.09.2003, Erfurt, ESA Conference

“Strategy and coordination after prior gain and loss experiences”, 29.08.2003, Tilburg, Netherlands, 2nd Tilburg Symposium on Psychology and Economics: Games and Decisions”

“Market Entry Timing & Bounded Rationality”, 07.07.2003, Istanbul, EURO/INFORMS 2003

“Strategie und Koordination nach Gewinn- und Verlust Erfahrungen: Eine experimentelle Analyse” (Strategy and coordination after prior gain and loss experiences), 13.06.2003, J.W. Goethe-Universität, Frankfurt/M, „Experimental Research“-Seminar of Prof. Dr. Klaus-Peter Kaas

“Hochschulen, Universitäten und Forschungseinrichtungen (HUF) als Wirtschaftsfaktoren und Gründungsförderer: Sieben Thesen am Beispiel Berlin” (colleges, universities and research institutes as economic factors and promoters of start-ups: seven theses using the example of Berlin), 10.06.2003, Berlin, ego.-Existenzgründungsveranstaltung „Hochschulen und Universitäten als Wirtschaftsfaktor in Sachsen-Anhalt“ des Ministeriums für Wirtschaft und Arbeit Sachsen-Anhalt

“Intuitive Optimierung von Zeitallokationsentscheidungen bei Unternehmensgründungen” (Intuitive Optimizing for Time Allocation Decisions in Newly Formed Ventures), 06.06.2003, Berlin, Gründungsprofessorium des Förderkreises Gründungsforschung e.V. im Hause der Investitionsbank Berlin

“Koordination und Markteintritt nach vorherigen Gewinnen und Verlusten” (coordination and market entry after prior gain and loss experiences, 24.01.2003, Berlin, Jahrestagung des Verbandes für Hochschullehrer e.V. (Annual Conference of the Marketing Commission of the Association of Professors)

“Battle of the Sexes after Prior Gains and Losses: Experimental Findings on Strategy Types and Coordination”, 05.12.2002, Berlin, lecture series at DIW

“Intuitive Optimizing for Time Allocation Decisions in Newly Formed Ventures”, 18.11.2002, San Jose, California, USA, INFORMS Annual Meeting

“Battle of the Sexes after Prior Gains and Losses: Experimental Findings on Strategy Types and Coordination”, 02.10.2002, Berlin, 3rd Symposium for Economic Analysis of Ventures

“Intuitive Optimizing for Time Allocation Decisions in Newly Formed Ventures”, 08.06.2002, Boulder, Colorado, USA, Babson Kauffman Entrepreneurship Research Conference

“Bounded Rationality in Decisions, in Games and on Markets: Starting Points’ Effects as an Example”, 31.05.2002, Retreat of SFB 373

“Ökonomische Entscheidungsexperimente als Forschungsmethode in der Betriebswirtschaftslehre” (economic decision experiments as a research method in business economics), 22.05.2002, München, Jahrestagung des Verbandes für Hochschullehrer e.V. (Annual Conference of the Marketing Commission of the Association of Professors)

“Analysis of the Effects of Prior Gains and Losses in Decision- and Game-Theoretic Contexts”, 07.03.2002, Psychology Department of the Columbia University, New York, USA

“Startpunkteffekte in einem simultanen Markteintrittsspiel” (starting points effects in a simultaneous market entry game), 19.02.2002, Max-Planck-Institute, Jena

“Einfluss von Gewinn- und Verlusterfahrungen auf Management- und Marketingentscheidungen: Modellierung von Startpunkteffekten” (influence of prior gains and losses on management and marketing decisions: modelling of starting points effects), 07.02.2002, Universität Mainz, Institute of Prof. Dr. Oliver P. Heil

“Einfluss von Gewinn- und Verlusterfahrungen auf Management- und Marketingentscheidungen: Modellierung von Startpunkteffekten” (influence of prior gains and losses on management and marketing decisions: modelling of starting points effects), 28.11.2001, Berlin, Jour Fixe of the SFB 373 unit at Humboldt-Universität zu Berlin

“Einfluss von Gewinn- und Verlusterfahrungen auf Management- und Marketingentscheidungen: Modellierung von Startpunkteffekten” (influence of prior gains and losses on management and marketing decisions: modelling of starting points effects), 15.11.2001, WHU Koblenz, research colloquium of Prof. Dr. Peter Jost

“Startpunkteffekte auf Risikoverhalten” (starting points effects on risk behavior), 11.-13.10.2001, Burg Warberg, Helmstedt, Annual Conference of the Society for Experimental Economics Research

“Open versus Closed Source: Eine organisationstheoretische Betrachtung zum Wettbewerb der Betriebssysteme Windows und Linux” (an organisation-theoretical view on the competition between Windows and Linus), 04.-06.10.2001, WHU Koblenz, 2nd Symposium on the Economic Theory of Ventures (co-lecturer on the contribution by: E. Franck and C. Jungwirth)

“Simultaneous Decisions on Market Entry: How Many Are Going to Enter?”, 05.-08.07.2001 Wiesbaden, Marketing Science Conference

“Unternehmerisches Risikoverhalten als Forschungsgebiet” (Entrepreneurial Risk Behavior as an Area of Research), 04.07.2001, Humboldt-Universität zu Berlin, Inaugural Lecture

„Bounded Rationality in Market Entry Decisions”, 13.06.2001, Humboldt-Universität zu Berlin, Berlin, Micro-economics Seminar of the School of Business and Economics

### *Externally funded projects since 2001*

Research project „Experiments on entrepreneurial decision making” as part of the research group „Structural change in agriculture” (SiAg)

- funded by the German Research Foundation (DFG)
- 2007-2010, approx. € 280,000
- funding of one Postdoc, two research assistants and a mobile computer laboratory with 20 places as well as experimental compensation for participants in computerized laboratory experiments

Prolongation: “Agricultural entrepreneurs’ decision making and structural change: An experimental approach”

- funded by the German Research Foundation (DFG)
- 2010-2014, approx. € 260,000
- funding of one Postdoc, two research assistants as well as experimental compensation for participants in computerized laboratory experiments

#### Research project „Innovation and Coordination“ (as director)

- cooperative project with David Krantz, Psychology Department, Columbia University, USA; Howard Kunreuther, Wharton School, University of Pennsylvania and Columbia Business School, USA; Christian Wey, German Institute for Economic Research (DIW Berlin)
- funded by the Volkswagen Foundation
- 2006-2010, approx. € 400,000
- funding of one Postdoc, three research associates, and one research assistant as well as for the conduction of computer-assisted laboratory experiments

#### HANIEL Guest Professorship for Entrepreneurship (in cooperation with Dominique Demougin)

- funded by the HANIEL Foundation
- 2001-2010, approx. € 700,000
- funding of visits of guest professorships for several weeks (e.g. funding of a seven week long stay of Moren Lévesque, University of Waterloo, Canada in 2008)
- funding of one research assistant and  $\frac{1}{4}$  position of a research associate for part of funding period as support of a guest professorship

#### ESF Start-Up Consulting (in cooperation with the Career Center of Humboldt-Universität zu Berlin)

- funded by the European Union
- 09/2004 – 09/2007, approx. € 180,000
- funding of one research associate and one administrative assistant

#### Experimental research project on risk-taking behavior (in cooperation with Helmut Gründl)

- funded by the Berlin Association for the Advancement of Insurance Sciences at Freie Universität Berlin, Humboldt-Universität zu Berlin and Technische Universität Berlin e.V.
- 04/2005 – 04/2008, approx. € 90,000  
funding of  $\frac{1}{2}$  research associate

#### *Multimedia support of start-up projects*

- funded by the program “e-competency in context” of the computer and media center of Humboldt-Universität zu Berlin
- 2006, € 10,000
- funding of a research assistant as well as equipment

### *Editorial activities*

- Journal of Business Venturing (JBV), Field Editor for “Economics and Entrepreneurship” (January 2007 – July 2011)
- Series “Entrepreneurship, Marketing & Innovation”, Duncker & Humblot (Editor) (since 2004)
- Series “Konsum und Verhalten” [Consumer behavior and consumption], Gabler Verlag (Co-editor) (since 2001)
- Advisory board: Marketing ZFP/Marketing JRM

### *Activities as reviewer (for organizations, journals and conferences)*

- American Economic Review (AER)
- Association for Consumer Research (ACR)
- Commission for Dissertation Stipends of the City of Berlin [Kommission zur Vergabe von Promotionsstipendien nach dem Nachwuchsförderungsgesetz des Landes Berlin (NaFöG)] (2006-2008)
- German-American Fulbright commission
- German-Israeli Research Foundation (GIF, Germany, Israel)
- Journal of Business Venturing (JBV)
- Journal of Development Studies
- Journal of Economic Psychology (JOEP)
- Journal of Institutional and Theoretical Economics (JITE)
- Journal of Management Studies (JMS)
- Journal of Risk and Insurance (JRI)
- Management Science (MSC)
- Marketing: Journal of Research and Management (MJRM)
- Marketing: Zeitschrift für Forschung und Praxis (Marketing ZFP)
- National Science Foundation (NSF, USA)
- Philosophia
- Responsible for the entrepreneurship program at the annual meeting 2007 of the German Academic Association for Business Research (VHB)
- Schmalenbach Business Review (SBR)
- Small Business Economics (SBR)
- Studienstiftung des deutschen Volkes (German National Merit Foundation)
- The Economic and Social Research Council (ESRC, Great Britain)
- VolkswagenStiftung
- Zeitschrift für Betriebswirtschaft (ZfB)
- Zeitschrift für betriebswirtschaftliche Forschung (ZfbF)
- Zeitschrift für KMU & Entrepreneurship

### *Scientific events / conferences*

- Workshop on “Physics and Decisions: An Exploration”, Berlin, December 2019 (together with Shabnam Mousavi and Shyam Sunder)
- Pre-conference workshop “Experimental research in management”, VHB yearly summit, Kaiserslautern, May 2011 (together with Stefan Roth)
- Track chair “Technology and Innovation Management” [Programmkommission], VHB yearly summit, Bremen, May 2010
- Host of the Second Haniel-Kreis Meeting, Berlin, October 2008
- Workshop on Interdependent Security, Wharton School, University of Pennsylvania, USA, January 2008
- Track chair “Entrepreneurship” [Programmkommission], VHB yearly summit, Paderborn, May 2007
- Kick-off workshop for the research project “Innovation and Coordination”, Berlin, December 2006
- Host of the Invitational Lally-Darden-Humboldt Young Entrepreneurship Scholars’ Retreat, Liebenberg, October 2006
- Host of the First HANIEL-Kreis Meeting, Berlin, January 2005
- Host of the annual meeting of the research team “Konsum und Verhalten” [Consumption and Behavior], Berlin, September 2003
- INFORMS Annual Meeting, USA (invited Session Chair, 2003, 2004, 2005, 2007)
- Host of the annual meeting of German entrepreneurship professors 2002 (“FGF-Professorium”) in Berlin
- Co-host of the European Association for Consumer Research Conference 2001, Berlin

## **Teaching**

### **Academic courses**

#### *Current classes*

##### *ECONOMICS OF ENTREPRENEURSHIP*

MAIN RECIPIENTS: BACHELOR AND MASTER IN BUSINESS OR ECONOMICS, MEMS (MASTER’S PROGRAM IN ECONOMICS AND MANAGEMENT SCIENCE)

LECTURE IS HELD IN ENGLISH

This course deals with new venture creation and the process of building economic value. The lecture covers the governance of teams, the entrepreneurial theory of the firm and psychological aspects in the process of starting up a new venture.

##### *ENTREPRENEURIAL AND BEHAVIORAL DECISION MAKING*

MAIN RECIPIENTS: MASTER IN BUSINESS OR ECONOMICS, MEMS

LECTURE IS HELD IN ENGLISH

This course aims at an understanding of the theoretical and empirical basics of entrepreneurial behavior. It deals with normative and descriptive decision and game theory and the application of these concepts to the analysis of entrepreneurial behavior and decision making. Experimental studies are carried out in class to demonstrate the concepts and effects.

#### *DESIGN OF DECISION EXPERIMENTS*

MAIN RECIPIENTS: PH.D., ADVANCED DIPLOMA AND MASTER STUDENTS IN BUSINESS AND ECONOMICS, ADVANCED MEMS

LECTURE IS HELD IN ENGLISH

The class starts with the epistemological foundations of empirical research with a special emphasis on experiments. The basics of experimental design as well as rules for the appropriateness of specific study designs for particular research questions are dealt with in detail. The class also covers differences between economic and psychological experiments. Several papers are analyzed to understand experimental design and the use of incentive compatible studies. Finally, statistical methods to analyze experimental data are dealt with.

#### *BACHELOR SEMINAR ON INNOVATIVE ENTREPRENEURSHIP*

MAIN RECIPIENTS: BACHELOR IN BUSINESS OR ECONOMICS

ENGLISH UPON REQUEST

This course equips students with a deeper knowledge of selected aspects of the field of economics of entrepreneurship (i.e. this might cover the personality of the entrepreneur, gender aspects of entrepreneurship, macro- or microeconomic aspects of entrepreneurship). Students understand the fundamental requirements of working scientifically.

Thereby, they have acquired the following basic skills: to conduct a scientific literature search, to write a scientific seminar paper, to critically evaluate and discuss their research with the audience.

#### *BACHELOR THESIS SEMINAR*

MAIN RECIPIENTS: BACHELOR IN BUSINESS OR ECONOMICS

English upon Request

Students present and discuss concept and results of their bachelor thesis.

#### *SEMINAR ON ENTREPRENEURSHIP AND INNOVATION THEORY*

MAIN RECIPIENTS: ADVANCED MASTER IN BUSINESS OR ECONOMICS, ADVANCED MEMS

ENGLISH UPON REQUEST

The seminar covers various fields from the above areas. Students write seminar papers on selected topics. Often, the seminar paper involves the design and implementation of a small experiment and/or the analysis of statistical data.

#### *EXPERIMENTAL RESEARCH AND BEHAVIORAL DECISION MAKING*

MAIN RECIPIENTS: ADVANCED MASTER IN BUSINESS OR ECONOMICS, PH.D. STUDENTS

SEMINAR IS HELD IN ENGLISH

Various robust deviations from rational decision making have been reported such as loss aversion, probability weighting, status quo bias, overconfidence etc. Understanding those deviations leads to a more realistic modelling of the behavior of different economic actors and to an increased prediction success. In this course, participants will understand those and other important deviations from rationality as well as their theoretical explanations/modelling, e.g., prospect theory and mental accounting. Most theories have been developed implementing psychological and economic experiments. Whereas psychological experiments are mostly asking the respondents for hypothetical choices, real decisions with actual monetary payoffs are implemented in economic experiments. Half of the course is concerned with a profound introduction to the several deviations from rationality that have been reported with real decision makers and with the theoretical treatment of those deviations. The other half of the course deals with different types of experiments and different experimental designs as well as the matching of research question and type of empirical method to be used.



## *Past classes*

### *BASICS OF MARKETING*

MAIN RECIPIENTS: BACHELOR IN BUSINESS OR ECONOMICS

The course introduces students to the theoretical foundations of marketing and its goals with a special emphasis on consumer behavior. Furthermore, an overview of the application and modeling of marketing instruments (marketing mix) is given.

### *APPLIED ENTREPRENEURSHIP*

MAIN RECIPIENTS: BACHELOR IN BUSINESS OR ECONOMICS

In this course, entrepreneurship theory is used to tackle the practical problems of founding a new venture. Students will develop business ideas and strategies to make them work.

### *MARKETING OF INNOVATIONS*

MAIN RECIPIENTS: MASTER IN BUSINESS OR ECONOMICS, MEMS

LECTURE IS HELD IN ENGLISH

This course aims at an understanding of innovation generation and innovation marketing. Specifically, the class deals with understanding different types of innovations, consumer preferences with innovations, innovation diffusion modeling, and the communication of innovations.

### *ORGANIZATION AND DECISION THEORY*

MAIN RECIPIENTS: DIPLOMA AND BACHELOR IN BUSINESS OR ECONOMICS

The course introduces students to normative and descriptive decision theory (behavioral concepts, psychological approaches) and to basic concepts of organization theory, e.g. forms of delegation.

### *APPLIED QUANTITATIVE METHODS (AQM) (IN COOPERATION WITH SEVERAL COLLEAGUES)*

MAIN RECIPIENTS: DIPLOMA AND MASTER IN BUSINESS OR ECONOMICS, MEMS, MASTER OF STATISTICS

LECTURE IS HELD IN ENGLISH

My contributions to this lecture have been game theoretic and econometric analyses of innovation diffusion.

### *HANIEL RESEARCH-SEMINAR "MARKETING AND INNOVATION MANAGEMENT"*

(IN COOPERATION WITH LUTZ HILDEBRANDT; INSTITUTE OF MARKETING)

MAIN RECIPIENTS: ADVANCED DIPLOMA AND MASTER IN BUSINESS OR ECONOMICS, ADVANCED MEMS

In this class, national and international researchers are invited to present their work. This course intends to reveal links between marketing and innovation management.

### *HANIEL-LECTURE ((IN COOPERATION WITH MOREN LÉVESQUE, MOTI LEVI, ADVA DINUR, MARIA MINNITI, PHIL PHAN, SANKARAN VENKATARAMAN, SARAS SARASVATHY, DAVID DEEDS ETC.)*

MAIN RECIPIENTS: DIPLOMA AND MASTER IN BUSINESS OR ECONOMICS, MEMS

LECTURE IS HELD IN ENGLISH

Students are introduced into different issues of entrepreneurship research and practice (depending on the guest professor) by international faculty in the field of entrepreneurship.

### *HANIEL DOCTORAL SEMINAR ON ENTREPRENEURSHIP AND INNOVATION*

(BLOCKED SEMINARS IN COOPERATION WITH MOREN LÉVESQUE, MOTI LEVI, ADVA DINUR, MARIA MINNITI, PHIL PHAN, SANKARAN VENKATARAMAN, SARAS SARASVATHY, DAVID DEEDS, PHILIPP KOELLINGER ETC.)

MAIN RECIPIENTS: PH.D.

LECTURE IS HELD IN ENGLISH

Doctoral students present and discuss parts of their theses.

*STRATEGY FOR AN ISRAELI-PALESTINIAN PEACE RADIO*

RECIPIENTS: ALL STUDENTS OF HUMBOLDT-UNIVERSITÄT ZU BERLIN AND ASSOCIATED INSTITUTIONS

This project tutorial supports and consults the radio station "All For Peace" in East-Jerusalem. Selected students participate in the SIFE (Students in Free Enterprise) competition in Munich on a regular basis.

*Part-time MBA classes*

*BEHAVIORAL DECISION MAKING IN BUSINESS RESEARCH*

LECTURE IS HELD IN ENGLISH

Part of business research is moving away from the assumption of homo economicus and rational decision making. Consequently, decision making of consumers, investors, managers, entrepreneurs etc. is now often modelled differently than it has been only few years ago. Whereas applying approaches of normative decision theory has been the standard and still is in some fields, many researchers are now taking into account replicable and systematic features of actual behavior that are underlying the models of behavioral decision and game theory.

After this course, participants will understand this shift in paradigm, know the basic approaches of behavioral decision and game theory, will be able to understand research papers in those fields, and will be able to develop research ideas in their fields of interest, based on behavioral approaches.

*BEHAVIORAL MICROECONOMICS*

RECIPIENTS: PART-TIME MBA

LECTURE IS HELD IN ENGLISH

The lecture introduces core concepts of behavioral decision and game theory. Sessions start with small experiments on auctions, investment decisions, management decisions with innovations etc. Based on an analysis of findings in the group, the respective theory is introduced to better understand the observed behaviors.

*ENTREPRENEURSHIP*

RECIPIENTS: PART-TIME MBA

The class deals with economic theories of the entrepreneur, influence of regulatory framework conditions, the personality of the entrepreneur, and entrepreneurial decision making under risk and strategic uncertainty.

*INNOVATIONS*

RECIPIENTS: PART-TIME MBA

The lecture deals with characteristics of innovations within organizations and supply chains, and marketing of innovations. Special emphasis is on the diffusion of innovations and econometric techniques.

## Further Activities

### *Current academic memberships*

- IAREP - International Association for Research in Economic Psychology
- Gesellschaft für experimentelle Wirtschaftsforschung (GfeW) [Society for experimental economics], Kronberg im Taunus
- Verein for Socialpolitik (Member of the Committee “Company policy and theory of the firm”)
- Research group „Konsum und Verhalten“ (Consumption and Behavior)
- German Academy of Business Administration [Verband der Hochschullehrer für Betriebswirtschaft (VHB)]
- Wirtschaftswissenschaftliche Gesellschaft an der Humboldt-Universität zu Berlin e. V. [Economic Society at Humboldt-Universität zu Berlin]
- SABE (Society for the Advancement of Behavioral Economics) – board member

### *University administration*

- Since April 2020 Deputy Head of the Examination Board at the School of Business and Economics
- Member of the acting Ethics Committee for experimental research at the School of Business and Economics
- Since 2017 Member of the Academic Council of the Humboldt-Universität zu Berlin
- April 2016 to March 2018 Dean of the School of Business and Economics
- Member of the faculty board of the School of Business and Economics: 2006 – 2014, 2016 - 2018
- Spokesperson of BWL (business faculty) at the School of Business and Economics: 2006-2007 and 2010