

Kira Brinkmann

PERSONAL DETAILS

Address LMU Innovation & Entrepreneurship Center (LMU IEC)
Munich School of Management
Ludwig-Maximilians-Universitaet (LMU)
Giselastrasse 10
80802 Munich

E-Mail kira.brinkmann@lmu.de

ACADEMIC QUALIFICATIONS

PhD (Doctor oeconomiae publicae – Dr. oec. publ.) 2022-present

Ludwig-Maximilians-Universitaet Munich, Germany

Business Administration

Dissertation Chair: Prof. Dr. Jelena Spanjol

Master of Business Research (MBR) 2022-present

Ludwig-Maximilians-Universitaet Munich, Germany

Business Administration Doctoral Program

Supervisor: Prof. Dr. Jelena Spanjol

Master of Science (M.Sc.) 2019-2022

Ludwig-Maximilians-Universitaet Munich, Germany

Business Administration

Major: Innovation & Digital Business

Master Thesis: Whom do you trust? A

specification of consumer trust

brought into the sustainable

consumption domain.

Bachelor of Science (B.Sc.) 2016-2019

Ludwig-Maximilians-Universitaet Munich, Germany

Business Administration

Major: Technology and Innovation,

Strategic Organization

Bachelor Thesis: Mashups: Recombining

digital resources for a new

generation of digital innovations.

RESEARCH INTERESTS

- Narrative Theory
- Consumer Behavior
- Impact Entrepreneurship

PROFESSIONAL EXPERIENCE

Research Assistant 2022-present
LMU Innovation & Entrepreneurship Center, Munich, Germany

Project Manager impACTup! 2022-present
LMU Innovation & Entrepreneurship Center, Munich, Germany

Student Assistant 2021-2022
LMU Institute for Innovation Management

Student Assistant 2019-2020
LMU Institute for Strategy, Technology, and Innovation

Working Student 2016-2019
Software4You Planungssysteme GmbH

Ph.D. COURSES

- Data Science

SKILLS

Languages German (native), English (fluent), French (basic)
Software Qualtrics, Python, Microsoft Office, IBM SPSS Statistics

Last updated: August 9, 2022