

Marcelo F. de la Cruz

PERSONAL DETAILS

Address Institute for Innovation Management (IIM)
Munich School of Management
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ACADEMIC QUALIFICATIONS

PhD (Doctor oeconomiae publicae – Dr. oec. publ.) 2017-present

Ludwig-Maximilians-Universitaet Munich, Germany

Business Administration

Stage: dissertation proposal in progress

Completion expected: 2021

Supervisor: Prof. Dr. Jelena Spanjol

Master of Business Research (MBR) 2018-present

Ludwig-Maximilians-Universitaet Munich, Germany

Business Administration Doctoral Program

Stage: 1st year coursework in progress

Completion expected: 2020

Supervisor: Prof. Dr. Jelena Spanjol

Mechanical Engineering (Dipl.-Ing.) 1997-2003

Technical University Munich, Germany

Aerospace Engineering and Production Management

Supervisor: Prof. Dr. Eduard Igenbergs

RESEARCH INTERESTS

Societal value and impact from innovation initiatives

Social entrepreneurship

Innovation team dynamics

PROFESSIONAL EXPERIENCE

Research and Teaching Assistant 2017-present

Ludwig-Maximilians-Universitaet, Munich, Germany

Head of Projects and Processes 2015-2017

Kathrein SE, Rosenheim, Germany

Senior Project Manager <i>Porsche Consulting GmbH, Bietigheim-Bissingen, Germany</i>	2008-2015
Senior Consultant <i>3DSE Management Consultants GmbH, Munich, Germany</i>	2003-2008
Technical Writer Medical Technology <i>BrainLAB AG, Munich, Germany</i>	2000-2003

RESEARCH PUBLICATION AND WORKING PAPERS

Spanjol, J., & **de la Cruz, M.** (2019). Innovating for Good—Wie Unternehmen ihren sozialen Mehrwert erfassen können. *OrganisationsEntwicklung. Zeitschrift für Unternehmensentwicklung und Change Management*, 2019(1).

Tabatabai, S., **de la Cruz, M.**, & Vu, M. (2014). Produkte systematisch entwickeln. *Controlling and Management Review*, 58(4), 24-31.

Borsari R., Vollerthun A., & **de la Cruz, M.** (2006). 12 ways to use a functional model. In *Proceedings of the EuSEC, European Systems Engineering Conference 2006*, Edinburgh, UK.

Meisenzahl, J., **de la Cruz, M.**, & Vollerthun, A. (2006, July). Establishing a verification and validation process in automotive development: increasing product quality while reducing costs. In *Proceedings of the 16th International INCOSE Symposium, Orlando, FL*.

PRESENTATIONS

De la Cruz, M., “How can companies evaluate their societal value creation? An application in innovation decision making.” Global Good Congress, 5th edition of GoodFestival, EFPL Tech4Impact, Lausanne, November 2018

De la Cruz, M., Spanjol, J., “Prosperity – Innovating for good.” Act for SDGs! Werde ein Changemaker für eine nachhaltige Zukunft, InnovationsGeist, Ludwig-Maximilians-Universitaet Munich, Munich, October 2018

De la Cruz, M., “Integrating Societal Value Evaluation to Managerial Decision Making.” Business Model Innovation Summit 2018, Robert Bosch GmbH, Renningen, September 2018

De la Cruz, M., “Towards a Framework for Evaluating the Societal Contribution of Innovation Initiatives.” Business & Society Seminar 2018 (The Transformation towards Sustainable Business: Empowering Stakeholders for Sustainable Innovation, Production, and Consumption), University of Mannheim, Mannheim, June 2018

SELECTED PhD COURSES COMPLETED

Qualitative Empirical Methods
(summer term 2018, Prof. Dr. Martin Friesl, Lancaster University)

Partial Least Squares Structural Equation Modeling (PLS-SEM)
(summer term 2018, Prof. Dr. Marko Sarstedt, Otto-von-Guericke-University Magdeburg)

Basic Readings in Management
(summer term 2018, Prof. Dr. Martin Högl, Ludwig-Maximilians-Universität Munich)

Micro Economic Modelling Methods
(summer term 2018, Prof. Dr. Richard Peter, University of Iowa)

Social Entrepreneurship (partially)
(summer term 2018, Prof. Dr. Johanna Mair, Hertie School of Governance)

Research in Social Innovation
(winter term 2017/18, Prof. Dr. Jelena Spanjol, Ludwig-Maximilians-Universität Munich)

TEACHING EXPERIENCE

Bachelor Courses

START with Business Planning (lecture and tutorial)

Summer term 2018

Number of students: approx. 550

Responsibilities: Set-up and management of the overall course (incl. 60 start-ups), instruction of 40 students in weekly tutorials, grading and final examination of students' presentations and business plans

Lecturer evaluation (overall): 1.4 (1-excellent; 5-inadequate)

Innovating for Organizational, Market, and Societal Impact (seminar)

Winter term 2017/18, 2018/19

Number of students: approx. 15

Responsibilities: Instruction of students in writing seminar thesis, supervision, coaching and final grading of students' seminar theses

Lecturer evaluation (selection): "The lecturer cares about the learning success of the participants" – score 1.1 (1-fully agree; 5-fully disagree)

Current Challenges in Innovation Management (seminar)

Summer term 2018

Number of students: approx. 15

Responsibilities: Instruction of students in writing seminar thesis, supervision, coaching and final grading of students' seminar theses

Lecturer evaluation (selection): "I would attend further seminars offered by the seminar leader" – score 1.2 (1-fully agree; 5-fully disagree)

Master Courses

Innovating for Impact (seminar)

Summer term 2018

Number of students: approx. 10

Responsibilities: Set-up and management of the overall seminar, instruction of students in writing seminar thesis, supervision, coaching and final grading of students' seminar theses

Lecturer evaluation (selection): "Discussions were well guided by the seminar leader" – score 1.5 (1-fully agree; 5-fully disagree)

Social Entrepreneurship Seminar (seminar)

Winter term 2018/19

Number of students: 30

Responsibilities: Supervision and coaching of students in consulting social entrepreneurs

Lecturer evaluation: Seminar is ongoing

Thesis Supervision

5 Bachelor theses by students enrolled in business administration (2017, 2018)

2 Master theses by students enrolled in business administration (2011, 2018)

1 Master thesis by students enrolled in industrial engineering (2017)

2 Dipl.-Ing. theses by students enrolled in mechanical engineering (2004, 2005)

SKILLS

Languages Spanish (native), German (fluent), English (fluent), French (basic)

Software PlanView, SmartPLS, Qualtrics, SAP PS

AWARDS AND GRANTS

Awardee of the PAD (Paedagogischer Austauschdienst) 1995

Standing Conference of the Ministers of Education and Cultural Affairs in the Federal Republic of Germany

International Awardee Program for outstanding school achievements to promote education of foreign students in the German language.

Last updated: November 7, 2018