

Zhuoer Qiu

PERSONAL DETAILS

Address Institute for Innovation Management (IIM)
Munich School of Management
Ludwig-Maximilians-Universitaet (LMU)
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80539 Munich

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ACADEMIC QUALIFICATIONS

Ph.D. (Doctor oeconomiae publicae – Dr. oec. publ.) 2017-2023 (expected)
Goethe University Frankfurt, Germany
Quantitative Management
Advisor: Prof. Dr. Simone Wies

Master of Business Administration (M.Sc.) 2013-2017
Hanken School of Economics, Finland
International Management and Strategy

Bachelor of of Business Administration (B.Sc., dual degree) 2008-2013
WFI School of Management, Germany
Sun Yat-Sen University, China
Accounting and Finance

RESEARCH INTERESTS

Firm innovation strategy
Startup growth strategy
Marketing strategy and performance

PROFESSIONAL EXPERIENCE

Postdoctoral Researcher 2023-present
Institute for Innovation Management, Ludwig-Maximilians-Universitaet

Research Assistant 2021-2022
Research Center, Deutsche Bundesbank
Focus: Household Behavior and Surveys

Research Assistant 2017-2020
Department of Marketing, Goethe University Frankfurt

Research Assistant 2019
Leibniz Institute for Financial Research SAFE
Project: How do Startups Grow?

PRESENTATIONS

EMAC (University of Hamburg, Germany)	2019
INFORMS Marketing Science (University of Roma Tre, Italy)	2019
GSEFM Seminar (Goethe University Frankfurt, Germany)	2020
Marketing Brown Bag Seminar (Goethe University Frankfurt, Germany)	2021

TEACHING EXPERIENCE

Lecturer, Frankfurt School of Finance and Management

Market Intelligence, B.Sc. program	2020-present
Introduction to R and RStudio, M.Sc. program	Fall 2022

Teaching assistant, Goethe University Frankfurt

Marketing Assets Seminar, B.Sc. program	Fall 2019/2020
Strategic Innovation Management, B.Sc. program	Fall 2018/2019

SKILLS

Software	R (advanced), Stata (advanced), Python (basic)
Language	Cantonese (native), Mandarin (fluent), English (fluent), German (intermediate)
Finance	CFA Candidate (Level III Exam passed in 2018)

AWARDS AND GRANTS

"Forschungstopf", Faculty of Business and Administration, Goethe University Frankfurt	2019
Vereinigung von Freunden und Förderern der Goethe-Universität Frankfurt.	2019
Oy Elfving Holding Ab Honorary Scholarship for Exchange Studies, Hanken School of Economics	2014