

# Lisa Welzenbach

## PERSONAL DETAILS

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*Address* Institute for Innovation Management (IIM)  
Munich School of Management  
Ludwig-Maximilians-Universitaet (LMU)  
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## ACADEMIC QUALIFICATIONS

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**PhD (Doctor oeconomiae publicae – Dr. oec. publ.)** 2017-present  
*Ludwig-Maximilians-Universitaet Munich, Germany*  
Business Administration  
Stage: 2<sup>nd</sup> year coursework and dissertation proposal development  
Supervisor: Prof. Dr. Jelena Spanjol

**Master of Business Research (MBR)** 2017-present  
*Ludwig-Maximilians-Universitaet Munich, Germany*  
Completion expected: Spring 2019  
Supervisor: Prof. Dr. Jelena Spanjol

**Master of Science (MSc)** 2015-2017  
*Zeppelin University Friedrichshafen, Germany*  
Corporate Management & Economics  
Master Thesis: The Family Firm Index – The Effects of Being Perceived as a Family  
Firm on Reputation and Customer Loyalty  
(Supervisor: Prof. Dr. Reinhard Prügl)  
Semester abroad (Fall 2016): University of Wyoming, Laramie, US

**Bachelor of Science (BSc)** 2011-2015  
*Ludwig-Maximilians-Universitaet Munich, Germany*  
Business Administration  
Bachelor Thesis: Sportsponsoring von Randsportarten – Eine Analyse der  
Probleme der Gesponserten am Beispiel der Volleyball Bundesliga  
(Supervisor: Prof. Dr. Manfred Schwaiger)  
Semester abroad (Fall 2013): University College Dublin, Ireland

## RESEARCH INTERESTS

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Customer co-creation, customer co-development  
Responsible innovation  
Consumer valuation of digital vs physical products

## **PROFESSIONAL EXPERIENCE**

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### **Ludwig-Maximilians-Universitaet, Munich**

Research and teaching assistant

Institute for Innovation Management (Prof. Dr. Jelena Spanjol) 2017-present

*Major activities:*

- *Research:* Supporting research (projects), conducting own research (see work in progress)
- *Teaching:* Teaching courses and seminars, developing teaching materials, preparing and giving examinations, grading examinations and theses (seminar theses, Bachelor and Master theses)
- *Administration:* Supervising student workers, coordinating external communications and marketing activities, supervising examination and teaching affairs in coordination with the examination office and other chairs

Student tutor for the course “START with Business Planning” 2014-2015

*Major activities: Supporting Bachelor students in creating and giving presentations, providing assistance for students’ team work, grading students’ final presentations*

Student tutor in the orientation phase for freshmen 2012-2015

*Major activities: Introducing freshmen to LMU and the campus, informing them about possibilities to study abroad, organizing networking events with companies*

Student assistant

Chair for Accounting and Finance (Prof. Dr. Wolfgang Ballwieser) 2013

*Major activities: Supporting research assistants in literature search, administrative work, data preparation and processing*

### **Serviceplan Berlin**

Intern 2017

Working student 2017

*Department: Corporate Reputation*

*Major activities: Developing strategies for corporate communication and branding strategies, organizing workshops for clients, preparing presentations for pitches*

### **Bosch Software Innovations GmbH, Immenstaad**

Working student 2016

*Department: Purchasing and Administration*

*Major activities: Purchasing goods and material, processing incoming goods, organizing firm events, managing the reception area*

### **Audi AG, Ingolstadt**

Intern 2014

*Department: Project Procurement*

*Major activities: Assisting forward sourcing processes in every stage, doing research about supplier markets, participating in negotiations with suppliers*

## **Christian Rupp Unternehmensberatung, Etterschlag**

Marketing assistant

2013

*Department: Marketing*

*Major activities: Planning and organizing stands at trade fairs, overseeing the website and all social media appearances, optimizing corporate branding*

## **MTU Aero Engines GmbH, Munich**

Working student

2012

*Department: Intellectual Property Management*

*Major activities: Maintaining contact with (internal) inventors, assisting and executing the process of registering and dropping patents*

## **RESEARCH PROJECTS**

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### Peer-reviewed research articles

Spanjol J., Y. Xiao and **L. Welzenbach** (2018), "Successive Innovation in Digital and Physical Products: Synthesis, Conceptual Framework, and Research Directions," in Rajan Varadarajan, Satish Jayachandran (ed.) *Innovation and Strategy (Review of Marketing Research, Volume 15)*, Emerald Publishing Limited, pp. 31-62

### Projects in progress

**Welzenbach L.** (2018), "Post-purchase Usage Visibility and Perceived Consumer Value: Differences between Physical and Digital Products"

**Welzenbach L.** (2018), "Maximizing Moral and Market Performance: A Conceptual Integration of Customer Co-Development and Responsible Innovation"

## **PRESENTATIONS**

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**Welzenbach, L.** (2018, June). Being a Good Corporate Citizen While Maximizing Innovation Performance: A Conceptual Integration of Customer Co-Development and Responsible Innovation. Presented at the *Business & Society Seminar 2018*, University of Mannheim, Germany.

**Welzenbach, L.** (2018, November). Being a Good Corporate Citizen While Maximizing Innovation Performance: A Conceptual Integration of Customer Co-Development and Responsible Innovation. Presented at the *JPIM Research Forum powered by PDMA*, Chicago (Illinois), USA.

## **Ph.D. COURSES (selection)**

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Quantitative Empirical Methods (Summer term, 2018, Prof. Dr. Dietmar Harhoff)

Qualitative Empirical Methods (Summer term 2018, Prof. Dr. Martin Friesl)

Scientific Publications (Winter term 2018/29; Prof. Dr. Tobias Kretschmer, Prof. Dr. Markus Glaser)

Partial Least Squares Structural Equation Modeling (Summer term 2018, Prof. Dr. Marko Sarstedt)

Research Topics in Marketing (Summer term 2018, Prof. Dr. Anton Meyer)

Research in Social Innovation (Winter term 2017/18, Prof. Dr. Jelena Spanjol)

## **TEACHING EXPERIENCE**

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### **Bachelor Courses**

#### *Managing the Front End of Innovation*

Winter term 2017/18, 2018/19, summer term 2018

Number of students: approx. 40

Responsibilities: Organizing and giving tutorials, giving and grading examinations

Lecturer evaluation (selection): “The lecturer cares about the learning success of the participants” – score 1.6 (1-fully agree; 5-fully disagree)

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

Winter term 2017/18, 2018/19

Number of students: approx. 15

Responsibilities: Instructing students in writing a seminar thesis, supervising and grading 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: Instructing students in writing a seminar thesis, supervising and grading students’ seminar theses

Lecturer evaluation (selection): “Discussions were well guided by the seminar leader” – score 1.6 (1-fully agree; 5-fully disagree)

### **Master Courses**

#### *Innovating for Impact (seminar)*

Summer term 2018

Number of students: approx. 10

Responsibilities: Instructing students in writing a seminar thesis, supervising and grading students’ seminar theses

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

#### *New Products: From Ideas to Markets (tutorial)*

Winter term 2017/18 – co-taught with other institutes

Number of students: approx. 60

Responsibilities: Giving tutorials, grading students’ presentations and final examinations

Lecturer evaluation (selection): “The lecturer cares about the learning success of the participants” – score 2.9 (1-fully agree; 5-fully disagree)

### **Final Thesis Supervision**

#### *Supervision of 5 Bachelor theses of students enrolled in business administration*

## **AWARDS AND GRANTS**

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### **Deutschlandstipendium**

2012-2015

*Supporter: Dr. Wolfgang Heubisch a.D.*

Selection criteria: Above-average study achievements (grades) and high level of societal engagement

### **Acceptance to the Dean's List and TOP-BWL program**

2012-2015

*Ludwig-Maximilians-Universitaet Munich*

Selection criteria: Top 10% of student cohort, based on grades

## **LANGUAGE & COMPUTER SKILLS**

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*Languages*

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

*Software*

Microsoft Office, IBM SPSS Statistics, STATA, SmartPLS, SAP