

# FLORIAN WALDNER



## POSITIONS

- 01/2021 - Present Assistant Professor, **Technische Universität Berlin**, School of Economics and Management
- 01/2019 - 12/2020 Postdoc Researcher, **Copenhagen Business School**, Department of Strategy and Innovation
- 01/2016 – 12/2018 Assistant Professor, **Technische Universität Berlin**, School of Economics and Management
- 09/2015 - 11/2015 Visiting Postdoc, **Copenhagen Business School**, Department of Innovation and Organizational Economics
- 02/2015 - 08/2015 Lecturer on Innovation and Technology Management, **University of Vienna**, Department of Business Administration
- 02/2011 - 01/2015 Scientific assistant and PhD candidate, **University of Vienna**, Department of Business Administration
- 02/2009 - 11/2010 Business relations and content production at **Reality Jockey Ltd. (RjDj)** in London (UK) - Development and distribution of mobile applications
- 02/2007 – 02/2009 Lecturer on Business Process Management at **University of Applied Sciences Wiener Neustadt** and **University of Applied Sciences Technikum Wien**
- 11/2006 – 02/2009 Researcher and lecturer at the Department Knowledge Engineering, Faculty of Computer Science, **University of Vienna**

## EDUCATION

- 2017 GSERM Summer School  
**University of St. Gallen**  
Course: "Causal Inference" Instructor: Prof. Lechner
- 2015 PhD Management  
**University of Vienna**  
Dissertation: "Three Essays on Business Model Innovation"  
Committee: Kurt Heidenberger (chair), Marcel Bogers, Reinhardt Prügl
- 2010 M.Sc., Digital Arts, (2010)  
**University of Applied Arts Vienna, Prof. Peter Weibel**
- 2007 M.Sc., International Business Administration

## University of Vienna

### JOURNAL PUBLICATIONS

Waldner, F., Poetz, M., Grimpe, C., Eurich, M. (2015) Antecedents and consequences of business model innovation: The role of industry structure, *Advances in Strategic Management*, editors C. Baden-Fuller and V. Mangematin, Vol. 33, Ch. 12

Waldner F, Zsifkovits M., Heidenberger K. (2013) Are Service-Based Business Models of the Video Game Industry Blueprints for the Music Industry?, *Journal of Services, Economics and Management*, Vol. 5, No. 1/2, pp. 5-20.

### WORK IN PROGRESS

Rietzler, N. Waldner, F., Poetz, M., Grimpe, C. (2020) The Effect of Cooperation on Performance in Crowdsourcing Contests: Experimental Evidence. Status: Under preparation for submission

Waldner, F., Poetz, M., Bogers, M. (2020) Crowdsourcing business model innovation: Can users really help to find new ways to create and capture value? Status: Under preparation for resubmission

Talke, K., Waldner, (2021) Aesthetic Identifiability: The Effect of Brand Identifiability Through Product Aesthetics on Sales. Status: Under preparation for resubmission

### STATISTICAL & ANALYTICAL SOFTWARE

STATA	Expert
R	Advanced
SPSS	Advanced
Python	Competent

### GENERAL SOFTWARE & IT SKILLS

Operating Systems	Mac OS, Windows, Linux
Software	MS Office, Adobe CS
Programming	Familiarity with Java, SQL Databases, MySQL, PHP, HTML

### LANGUAGES

German	Native language
English	Fluent
Spanish	Basic skills
French	Basic skills