

PROF. DR. ELLEN ENKEL

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RESEARCH PROFILE

- Strategic technology and innovation management
- Development of innovation capabilities, e.g. by open and cross-industry innovation
- Innovation metrics and communication of innovation
- Intra-organizational and cross company innovation networks
- Digital and analog business model innovation

EDUCATION

Full Professor Innovation Management 2008 — today

Zeppelin University Friedrichshafen, Germany

- Supervisors: Prof. Oliver Gassmann (University of St. Gallen) and Prof. Wim Vanhaverbeke (Hasselt University, Belgium and ESADE Business School, Spain)
- Zeppelin University is one of the most innovative German universities with a high number of entrepreneurial students and innovative teaching concepts
- The master program in corporate management and economics is ranked No. 1 by the renown CHE Ranking in 2014 (rating university programs in Germany, Switzerland and Austria)

Post Doc 2003 — 2008

University of St. Gallen, Switzerland

- Head of the competence center Open Innovation at the Institute of Technology Management
- Leading a team of up to 6 PhD students, self-responsible project acquisition
- Research focus: collaborative innovation processes (open innovation)

Doctorate 1998 — 2003

University of Bielefeld, Germany

- Thesis (in German): "Identifikation von Kernkomponenten in Wissensnetzwerken. Vergleichende Fallstudienanalyse von vier maßgeblichen Konzepten", granting of Dr. phil.
- Research focus: intra-organizational knowledge networks
- Graduated with summa cum laude (best 1% of graduation class)

State Examination (Staatsexamen) 1990 — 1998

University of Bielefeld, Germany and University of Paderborn, Germany

- Studies of biology, theology as well as education science
- Graduation: State examination for teaching degree for secondary schools, equal to diploma
- Overall grade 1,3 (best 5% of graduation class)

EMPLOYMENT

- Editor-in-Chief R&D Management Journal** 2012 — today
Wiley-Blackwell Publishing Oxford, UK
- Impact Factor: 1.266 and 5-years impact factor of 2.233 (2013)
 - ISI Journal Citation Reports © Ranking: 2013: 61/111 (Business); 80/173 (Management)
- Academic Head Executive Master in Digital Pioneering** 2011 — today
Zeppelin University Friedrichshafen, Germany
- Focus on understanding and developing digital businesses
 - In collaboration with HP, IBM, Deutsche Telekom, EnBW etc.
 - Responsible for the development of the program, partner and student acquisition, selection of lectures etc.
- Vice head and department head of Corporate Management and Economics Department** 2010 — 2011
Zeppelin University Friedrichshafen, Germany
- Head of Dr. Manfred Bischoff Institute of Innovation Management of Airbus Group** 2008 — today
Zeppelin University Friedrichshafen, Germany
- Close collaboration with Airbus Group and other companies
 - Leading a team of up to five research assistant and one junior professor
 - Part of the department corporate management and economics
- Vice chair of Innovation Management** 2003 — 2008
University of St. Gallen, Switzerland
- Institute for Technology Management (ITEM), responsible for administration and teaching
- Head of Competence Center Open Innovation** 2003 — 2008
University of St. Gallen, Switzerland
- Lead by the Institute of Technology Management (ITEM) under the supervision of Prof. Oliver Gassmann
 - Leading a team of up to seven PhD students, responsible for research, project acquisition, finances, teaching
 - Research focus: open innovation
- Head of Competence Center Knowledge Source** 2001 — 2003
University of St. Gallen, Switzerland
- Lead by the Institute of Management (IfB) under the supervision of Prof. G. von Krogh and the Institute of Information Systems (IWI) under the supervision of Prof. A. Back,
 - Leading a team of four PhD students, projects with HP, Lotus/IBM, Daimler and Unilever
 - Research focus: strategy and IT support of knowledge networks for business growth
- Scientific research assistant,** 1999 — 2001
University of St. Gallen, Switzerland
- Competence Center Knowledge Source at the Institute for Information Systems (IWI)
 - Under the supervision of Prof. A. Back (Professor of Information Systems)
 - Research focus: development and maintenance of knowledge networks in organizations
- Employee AVA AG, Bielefeld, Germany** 1993 — 2000
- Department New Technologies, responsible for the evaluation of new information and communication technologies for the AVA group
 - Responsible for the development and accomplishment of IT and personal skills training as well as the training of further lecturers

HONORS

Finalist „Best student paper award“ at ISPIM conference in Dublin with Karoline Bader	2014
Winner of the „Best student paper award“ at ISPIM conference in Helsinki with Karoline Bader	2012
Most-cited paper in R&D Management Journal	2012, 2013, 2014
No. 1 and No. 2 of the most downloaded articles in R&D Management Journal	2012, 2013, 2014
No. 2 of the most downloaded articles in the Alexandria System of University of St. Gallen	2010
Finalist „Best Student Paper“ at Academy of Management with Nicole Rosenkranz	2010
Awarded as "Hottest Article" in European Management Journal	2007
Awarded for excellent achievements in teaching and research as junior lecturer of University of St. Gallen	2007
Awarded for the most-cited article in Creativity and Innovation Management Journal	2007
Nominated for the best course and best lecturer in international CEMS program	2007
Nominated as best PhD thesis of the University of Bielefeld	2003

ACADEMIC SERVICES

Editorial Activities

Editor-in-Chief of the R&D Management Journal	2012 — today
Scientific Advisory Board Journal "Innovationmanager" (German)	2012 — today
Journal Guest Editor R&D Management Journal, second special issues on "Open R&D and Open Innovation" with Henry Chesbrough and Oliver Gassmann	2010
Journal Guest Editor R&D Management Journal, special issues on "Open R&D and Open Innovation" with Henry Chesbrough and Oliver Gassmann	2009
Reviewer of Research Policy, Journal of Product Innovation Management, International Journal of Innovation Management, Technovation etc.	since 2003

Conference/ Track Organization

Organizer and Chair of the Track Business Models at the R&D Management Conference, Stuttgart	2014
Organizer and Chair of Open Innovation Track at EURAM 2007 Conference, Paris	2007

Academic Memberships

Board Member and Tutor of the EIASM Doctoral Summer School in Technology Management	2013 — today
Member of „Verband der deutschen Hochschullehrer für Betriebswirtschaft“, TIE	2003 — today
Academy of Management	2003 — today
Strategic Management Society	2003 — today

Research Project Reviews and Evaluation

Research Proposal Evaluation for Cambridge University, Institute of Manufacturing, UK	2013
Research Proposal Evaluation for Friedrich-Alexander Universität, Erlangen Nürnberg, Germany	2011
Research Proposal Evaluation for Swiss National Fonds (SNF), Switzerland	2011

INTERNATIONAL ACTIVITIES

Visiting Professorship/ Visiting Fellowship

London School of Economics (LSE), London, UK, Dept. of Management, Information Systems and Innovation Group 2001-2002

Guest Lectures/Research Seminar

University of Cambridge, Institute of Manufacturing, UK, Research Session: New Trends in R&D Management 2014

University of Cambridge, Institute of Manufacturing, UK, Research Session: New Topics in Innovation Management 2013

Haas School of Business, University of California, Berkley, US, Master Session in Management: New Trends in Open Innovation 2012

London School of Economics (LSE), London, UK, Dept. of Management, Information Systems and Innovation Group, PhD session: Doing Research with Practice 2002

International PhD and Habilitation Committee

External Examiner of the Habilitation of Dr. Rita Faullant , Alpen-Adria Universität Klagenfurt, Austria 2014

External Examiner of the Dissertation of Tobias Weiblen, University of St. Gallen 2014

External Examinir of the Dissertation of Nicole Rosenkranz, University of St. Gallen 2013

Faculty: International PhD Consortium/Junior Faculty Consortium

ISPIM PhD Consortium, Dublin, Ireland 2014

R&D Management Conference, Stuttgart, Germany 2014

European Doctoral Summer School in Technology Management, Potsdam, Germany 2013

TEACHING EXPERIENCE

Undergraduate & Graduate Teaching at Zeppelin University

All courses are taught in English

Introduction to Technology & Innovation Management, 3SWS / 5 ECTS credits (open to bachelor students of corporate management and economics, cultural management and communication management as well as international students)

Introduction to Open Innovation, 3SWS / 5 ECTS credits (open to bachelor students of corporate management and economics, cultural management and communication management as well as international students)

Business Model Innovation, 3SWS / 5 ECTS credits (open to bachelor students of corporate management and economics, cultural management and communication management as well as international students), students need to analyze and develop own business models

Advanced Open Innovation Management, 3SWS / 5 ECTS credits (open to master students of corporate management and economics, cultural management and communication management as well as international students), students need to conduct own research on open innovation

Knowledge Management, 3SWS / 5 ECTS credits (open to master students of corporate management and economics, cultural management and communication management as well as international students), theory based seminar

Creativity and Controlling, 3SWS / 5 ECTS credits (open to master students of corporate management and economics, cultural management and communication management as well as international students), taught in collaboration with one company to apply theory into practice

Lead supervisor of thesis on Bachelor and Master level at Zeppelin University (selected)

Bachelor Thesis

Simon Tüchelmann | Die Rolle von Imitation im Geschäftsmodell-Innovationsprozess

Simon Ruckgaber | Die Überbrückung der Kognitiven Distanz als Mittel zur radikalen Innovation bei branchenübergreifenden Kollaborationen

Felix Cramer von Clausbruch | Digitale Geschäftsmodelle in der Lebensmittelindustrie

Elisa Carina Große Frie | Ein Due Dilligence Ansatz zur Messbarkeit des Innovationsgrades bei Unternehmensübernahmen

Maximilian Stralka | Innovationsfördernde Elemente in Unternehmen unterschiedlicher Größe - ein Vergleich Innovative Geschäftsmodelle für die Pharmaindustrie

Felix Albus | Success Factors for the Identification of Business Value from Disruptive Technology Innovations

Master Thesis

David Felsmann | All for one and one for all? Value Creation and Value Capture in Fierce Competition

Damian Lüttig | Der Zusammenhang zwischen User Experience und Erfolg Digitaler Geschäftsmodelle. Eine Analyse von Ansätzen, Erfolgsfaktoren und Auswirkungen am Beispiel von Gamification

Tobias Bergtholdt | Analysis of Key Success Factors for Business Model Internationalization

Michael Mandery | Dynamic Capabilities and the Relevance for Business Model Innovation in the Airline Industry

René Steiner | Effects of Big Data on Business Models and Value Creation

Silvia Köhler | Enhancing Business Model Transformation through Willingness to Cannibalize on Capabilities: An Exploratory Study

Maximilian Clüsserath | Innovation Capabilities of MNCs in Emerging Markets – Evidence from India

Julian Leitloff | Skin in the Game: Investors that Make a Difference in Equity Crowdfunding Markets

Clemens Türk | Success Factors for Business Models in elearning with focus on higher education in Great Britain

Philipp Kucher | The role of IT/ICT in the shift from product to service based Business Models

Lead Supervisor of Ph.D. Students at Zeppelin University

Dr. Annette Horváth | Studies on Cross-Industry Innovation. Search, find and apply extra-industry knowledge 2012

Dr. Florian Mezger | Business model innovation - empirical studies from a dynamic capability perspective 2014

Sebastian Heil Cross-Industry Innovation	exp. 2015
Karoline Bader Open innovation – Empirical studies from a resource-based perspective	exp. 2015

Executive Education at Zeppelin University

Managing the Innovation Process, 25 sessions elective course, 4 ECTS credits (professionals enrolled in the Executive Master Program of Digital Pioneering)	
Development of Business Models, 25 sessions elective course, 4 ECTS credits (professionals enrolled in the Executive Master Program of Digital Pioneering)	
Networks and Platform-based Business Models, 10 sessions elective course, 4 ECTS credits (professionals enrolled in the Executive Master Program of Digital Pioneering)	
Trend Identification for Business Modeling , 5 sessions elective course, 4 ECTS credits (professionals enrolled in the Executive Master Program of Digital Pioneering)	
Introduction to Innovation Management in Retailing, 25 sessions elective course, 4 ECTS credits (professionals enrolled in the Executive Master Program of Retailing)	
Innovation Management for Engineers, 25 sessions elective course, 4 ECTS credits (professionals enrolled in the Executive Master Program of Business for Engineers)	

PROFESSIONAL ACTIVITIES

Professional Seminars (selected)

Innovation Management for Leaders in Automotive (Audi Leadership Program)	2015
Open Innovation and Cross-Industry Innovation (ZF Friedrichshafen Leadership Program)	2014
How to foster Creativity (Daimler Machinery Development Department)	2013
Innovation Management in SMEs (IHK Bozen Seminar Series)	2012, 2013
Innovation Management for Engineers (Wittenstein Leadership Program)	Since 2012
Are all the smart people working in Darmstadt? How to implement Open Innovation (Evonik Innovation Program)	2012
How to measure Innovation? Innovation Metrics and their counterproductive Effects (Cambridge Business Innovation Workshop)	2012

Professional Memberships

Cross-Industry Advisory Board of Trend One (Trend Agency)	Since 2015
Scientific Advisory Board "Innovation", FAZ journal for innovation manager	Since 2012
Cambridge Business Innovation Network	Since 2012

AWARDED COMPETING RESEARCH GRANTS AND RESEARCH CONTRACTS (SELECTION)

Yearly acquisition of EUR 30.000 – 60.000 in industry contracts with companies like BMW, BASF, Deutsche Telekom etc.

- 2013-2014 EUR 105'000 AIF (Industrial Collective Research, funded by the Federal Ministry of Economic Affairs and Energy Germany) FVA (Research association for drive engineering) Project "Methods and Application of Cross Industry Innovation for Development of radical innovation impulses for companies in the drive engineering"
- 2013-2018 EUR 2.5 Mio Renewal of Institute Sponsorship from the Airbus Group based on the successful collaboration with Prof. Enkel in the previous five years, sponsorship includes one main professorship, one junior professorship and research assistants
- 2013 EUR 10'000 Collaboration in the EU Project "All Ways Travelling", an Amadeus-led consortium comprised of BeNe Rail, IATA, Thales, UNIFE and Zeppelin University, appointed by the European Commission (Mobility and Transport Directorate) to develop and validate a model for a multimodal pan-European passenger transport information and booking system
- 2007-2009 EUR 155'480 Commission of Technology and Innovation of Switzerland (KTI) "Research Brand Equity" in cooperation with IBM, quantitative and qualitative investigation of achievements of European research centers and their influence on the brand equity of the respective enterprises
- 2007-2009 EUR 270'000 Commission of Technology and Innovation of Switzerland (KTI) "CrossNovation - Development of Radical Products through Cross-Industry Innovation" in cooperation with the ventures BMW, Schindler, Ciba and Zühlke, development and implementation of cross-industry innovation projects relating to business development
- 2006 EUR 35'000 Basic Research Fund (GFF) of the Universität of St. Gallen „External Innovation Drivers in the early stage“, quantitative study of open innovation activities of German small and medium-sized companies
- 2005-2007 EUR 90'000 EU Framework 5 "Conrad - Capabilities of a sustainable Network in radiation Dosimetry" as one of two main partners, in cooperation with EURADOS (European network for radiation doseimetry), network study about factors of success and barrier with the recommendation of a new finance model for the European Commission
- 2004-2006 EUR 200'000 Commission of Technology and Innovation of Switzerland (KTI) "Customer driven Innovation Scouting (CDIS)" in cooperation with the ventures Schurter, Schindler, Gallus, Zimmer, Sefar and Bircher Reglomat, development and implementation of methods of early customer integration
- 2004-2006 EUR 195'000 Commission of Technology and Innovation of Switzerland (KTI) „Customer Integration on the Front End of Innovation“ in cooperation with ETH Zürich and 11 life science ventures, development and implementation of front end methods and processes
- 2002-2003 EUR 40'000 Basic Research Fund (GFF) of the Universität of St. Gallen „Empirical study on success factors for knowledge network concepts in four major companies“, comparative case study research and development of a network model for intra organized networks