

***Lehrstuhl für Innovation, Technologie & Entrepreneurship am
Friedrichshafener Institut für Familienunternehmen (FIF)***

Prof Dr Reinhard Prügl



Ausbildung

- 1997 – 2002 Studium der internationalen BWL an der WU Wien
- 2006 Promotion an der WU Wien

Wissenschaftlicher und beruflicher Werdegang

- 2002 – 2006 Wissenschaftlicher Mitarbeiter am Institut für Entrepreneurship und Innovation an der WU Wien
- 2006 – 2008 Post-Doc am Institut für Entrepreneurship und Innovation an der WU Wien und Forschungsaufenthalte am Massachusetts Institute of Technology (MIT) und der Universität Innsbruck
- seit 10/2008 Junior-Professor an der Zeppelin Universität Friedrichshafen
- seit 10/2010 Professor (Tenure) an der Zeppelin Universität Friedrichshafen und wissenschaftlicher Leiter des Friedrichshafener Instituts für Familienunternehmen

Forschungspreise & Auszeichnungen sowie Stipendien

- 2009 Marion Poetz, Reinhard Prügl, Christian Fabsich: Christer Karlsson Best Paper Award Runner-up, International Product Development Management (PDMA) Conference, Enschede/Holland, June 7-9, 2009 for the paper entitled: Systematic Identification of problem solvers from analogous markets: an empirical exploration of the potential of the search method 'Pyramiding', 01.06.2009
- 2006 Rudolf-Sallinger-Award for Doctoral Thesis, 01.01.2006
- 2005 Best Paper Award, American Marketing Association (AMA) Summer Conference, Track New Product Development, Product Management and Entrepreneurship for the article 'Efficient Identification of Lead Users: Screening vs. Pyramiding' (with Eric von Hippel and Nikolaus Franke), 01.01.2005
- 2004 WU Research Project Fellowship (AssistentInnen Forschungsprojektförderung), 2004 bis 2006
- 2004 Best Scientific Paper Award (with Marion Pötz), EDAMBA Research competition, 01.01.2004.
- 2002 Award for Innovative Teaching, Vienna University of Economics and BA, 01.01.2002

- 2002 Winner Businessplan competition 'Teams for Future', 01.01.2002
2001 Winner Business Idea competition 'Create-IT', 01.01.2001
1999 WU Excellence Scholarship (Leistungsstipendium), 01.01.1999

Die wichtigsten Publikationen

- Keinz, Peter, Prügl, Reinhard: A User Community-Based Approach to Leveraging Technological Competences: An Exploratory Case Study of a Technology Start-Up from MIT. *Journal of Creativity and Innovation Management* 19 (3): 269-289 | 2010
- Poetz, Marion, Prügl, Reinhard: Crossing domain-specific boundaries in search of innovation: Exploring the potential of 'Pyramiding'. *Journal of Product Innovation Management* 27: 897-914 | 2010
- Von Hippel, Eric, Franke, Nikolaus, Prügl, Reinhard: 'Pyramiding': Efficient search for rare subjects. *Research Policy* 38: 1397-1406 | 2009
- Schreier, Martin, Prügl, Reinhard: Extending Lead User Theory: Antecedents and Consequences of Lead Userness. *Journal of Product Innovation Management* 25 (4): 331-346 | 2008
- Schreier, Martin, Oberhauser, Stefan, Prügl, Reinhard: Lead users and the adoption and diffusion of new products: Insights from two extreme sports communities. *Marketing Letters* 18 (1-2): 15-30 | 2007
- Prügl, Reinhard, Schreier, Martin: Learning from leading-edge customers at The Sims: Opening up the innovation process using toolkits. *R&D Management*, 36 (3): 237-250 | 2006