

Curriculum Vitae

Prof. Dr. Reinhard Prügl

Chair of Innovation, Technology and Entrepreneurship (CITE)
Scientific Director Friedrichshafen Institute for Family Entrepreneurship (FIF)
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Prof. Dr. Reinhard Prügl



Education

- 10/2010 Full Professorship (tenure) at Zeppelin University Friedrichshafen | Lake Constance, Germany
- 10/2008 Junior Professorship (tenure track) at Zeppelin University Friedrichshafen | Lake Constance, Germany
- 03/2006 Doctoral degree from Vienna University of Economics and Business Administration (Entrepreneurship and Innovation Management, Supervisors: Prof. Dr. Nik Franke, Prof. Dr. Alfred Taudes)
- 1997 – 2002 Studies at WU Vienna University of Economics and Business and Universidad de Cádiz
- 1992 – 1996 Technical College (Mechanical engineering)

Professional experience

- 10/2010 to present Scientific Director of the Friedrichshafen Institute for Family Entrepreneurship | FIF | www.zu.de/fif (Zeppelin University Friedrichshafen | Lake Constance, Germany)
- 10/2008 to present Chair of Innovation, Technology and Entrepreneurship | CITE (Zeppelin University Friedrichshafen | Lake Constance, Germany)
- 11/2007 – 10/2008 Visiting Scholar/Post-Doc, Institute for Strategic Management and Marketing (University of Innsbruck School of Management, Austria)
- 05/2006, 10/2007 Visiting Scholar MIT Sloan School of Management (with Prof. Eric von Hippel, United States)
- 04/2006 – 01/2008 Post-Doc, Institute for Entrepreneurship and Innovation | E&I (WU Wien - Vienna University of Economics and Business, Austria)
- 2002 - 2006 Research and Teaching assistant, Institute for Entrepreneurship and Innovation | E&I (WU Wien - Vienna University of Economics and Business, Austria)

Key publications

Lude, Maximilian, **Prügl, Reinhard**: Risky Decisions and the Family Firm Bias: An Experimental Study based on Prospect Theory. *Entrepreneurship: Theory & Practice*, 2019; Volume: 43 issue: 2, page(s): 386-408.

Beck, Susanne, **Prügl, Reinhard**: Family Firm Reputation and Humanization: Consumers and the Trust Advantage of Family Firms under Different Conditions of Brand Familiarity. *Family Business Review*, 2018; Volume: 31 issue: 4, page(s): 460-482.

Lude, Maximilian, **Prügl, Reinhard**: Introducing the Family Brand Effect: Insights from Experimental Studies. *Journal of Business Research*, 2018; Volume 89, Pages 121-134.

Binz Astrachan, Claudia, Botero, Isabel C., Astrachan, Joe H., **Prügl, Reinhard**: Branding the family firm: A review, integrative framework proposal, and research agenda. *Journal of Family Business Strategy*, 2018; Jg. 9 (1): 3-15.

Kahlert, Christoph, Botero, Isabel C., **Prügl, Reinhard**: Revealing the family: Effects of family firm image in the recruiting market in Germany. *Journal of Family Business Management*, 2017; Jg. 7(1): 21–43.

Spitzley, Dinah, **Prügl, Reinhard**: Deutschlands nächste Unternehmergegeneration III - Eine empirische Untersuchung der Werte, Einstellungen und Zukunftspläne, München, Stiftung Familienunternehmen; München, 2017.

Hauck, Jana, Süß-Reyes, Julia, Beck, Susanne, Frank, Hermann, **Prügl, Reinhard**: Measuring Socioemotional Wealth in Family-owned and -managed Firms: A Validation and Short Form of the FIBER Scale. *Journal of Family Business Strategy*, 2016; Jg. 7 (3), 133-148.

Kammerlander, Nadine, **Prügl, Reinhard**: Innovation in Familienunternehmen Eine Einführung für Akademiker und Praktiker, Wiesbaden, Springer Gabler, 2016.

Hauck, Jana, **Prügl, Reinhard**: Familien-Unternehmergeist über Generationen: Welche Rolle spielt Innovation während der Phase der Führungsübergabe/-nachfolge in Familienunternehmen? *Zeitschrift für Familienunternehmen und Strategie (FuS)*, 2015; Jg. 2015 (1): 9-15.

Hauck, Jana, **Prügl, Reinhard**: Deutschlands nächste Unternehmergegeneration III - Eine empirische Untersuchung der Werte, Einstellungen und Zukunftspläne, München, Stiftung Familienunternehmen; München, 2015.

Mietzner, Mark, **Prügl, Reinhard**, von Gilsa, Philipp: Corporate Acquisitions and Family Control, *Academy of Management Proceedings*, 2015; Jg. 2015 (1) (online): 16976-16976.

Hauck, Jana, **Prügl, Reinhard**: Innovation activities during Leadership succession: An empirical study from a Socio-Emotional Wealth perspective. *Journal of Family Business Strategy*, 2015; Jg. 6 (2): 104-118.

Stampfl, Georg, **Prügl, Reinhard**, Osterloh, Vincent: An Exploratory Model of Business Model Scalability. *International Journal of Product Development* 18 (3/4): 226-248, 2013.

Stampfl, Georg, **Prügl, Reinhard**, Koners, Ursula: Innovation am Geschäftsmodell als Chance für Familienunternehmen? *Zeitschrift für Familienunternehmen und Strategie (FuS)*, 2013 (5): 167-173.

Prügl, Reinhard, Hauck, Jana: Deutschlands nächste Unternehmergegeneration II - Eine empirische Untersuchung der Werthaltungen, Einstellungen und Pläne, München, Stiftung Familienunternehmen, 2012.

Prügl, Reinhard, Koners, Ursula: Die Innovationsfähigkeit von Familienunternehmen: Fünf Thesen zu aktuellen Herausforderungen für operative Führung und Gesellschafter, in: Gesellschafterkompetenz. Die Verantwortung der Eigentümer von Familienunternehmen, EQUA-Stiftung (Herausgeber), EQUA-Schriftenreihe 10/2011, Verlag: Unternehmer Medien GmbH, Bonn, 2011.

gLinzmajer, Marc, Hauck, Jana, Hubert, Marco, **Prügl, Reinhard**: Who is the brand creator? The effect of different brand biographies on the perception of brand personality, *Advances in Consumer Research*, 2012 (40) (online): 1131-1131.

Prügl, Reinhard: Innovationsfähigkeit von Familienunternehmen. *Zeitschrift für Familienunternehmen und Strategie (FuS)* 2 (5): 165-169, 2012.

Baumhauer, Jon, Böniger, Christoph, **Prügl, Reinhard**, von Schlippe, Arist: Das Management eines großen Gesellschafterkreises. *Zeitschrift für Familienunternehmen und Strategie (FuS)* 1 (3): 113-121, 2011.

Prügl, Reinhard: Deutschlands nächste Unternehmergegeneration. *Zeitschrift für Familienunternehmen und Strategie (FuS)* 1 (1): 26-27, 2011.

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.

Keinz, Peter, **Prügl, Reinhard**: A User Community-Based Approach to Leveraging Technological Competences: An Exploratory Case Study of a Technology Start-Up from MIT. *Creativity and Innovation Management* 19 (3): 269-289, 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.

Lüthje, Christian, **Prügl, Reinhard**: Preparing business students for cooperation in multi-disciplinary new venture teams: Empirical insights from a business planning course. *Technovation* 26 (2): 211-219, 2006.

Key aspects of university-related activities and experience

- Scientific Director of Institute for Family Entrepreneurship (FIF) at Zeppelin University Friedrichshafen | Lake Constance, Germany (www.zu.de/fif)
- Co-Developer and Scientific Director of Master's degree program 'Master for Family Entrepreneurship (eMA FESH)' at Zeppelin University Friedrichshafen | Lake Constance, Germany (www.zu.de/fif)
- Chair of Innovation, Technology and Entrepreneurship at Zeppelin University Friedrichshafen | Lake Constance, Germany (www.zu.de/fif)
- Chair of Strategic Interest Group (SIG) 'Family Business Research' at European Academy of Management (EURAM) | 2014-2017
- Supervision of PhD projects (since 2010)
- Vice Head of Department 'Corporate Management and Economics' (2010-2012) at Zeppelin University Friedrichshafen | Lake Constance, Germany
- Member of Research Committee at Zeppelin University Friedrichshafen (2009-2013) | Lake Constance, Germany
- Member of Doctoral Committee at Zeppelin University Friedrichshafen (since 2018) | Lake Constance, Germany

Honors and Awards: Research

- Best Overall Conference Paper Award (IFERA 2017), together with Maximilian Lude and Robin Porth, International Family Enterprise Research Academy (IFERA), 2017
- Best Paper Award (SIG Family Business Research EURAM 2015), together with Susanne Beck, Strategic Interest Group Family Business Research der European Academy of Management (EURAM), 2015
- Best Paper Award Runner-up (IFERA 2015), ROLESKI Best Family Systems Constructs Research Paper/ Case Award, together with Susanne Beck, International Family Enterprise Research Academy (IFERA), 2015
- Best Paper Award Runner-up, together with Jana Hauck (FIF) / Julia Süß-Reyes (WU Wien) / Susanne Beck (FIF) / Hermann Frank (WU Wien), EIASM 11th Workshop on Family Firm Management, 2015
- Best Paper Award (SIG Family Business Research EURAM 2015), together with Jana Hauck (FIF) / Julia Süß-Reyes (WU Wien) / Susanne Beck (FIF) / Hermann Frank (WU Wien), Strategic Interest Group Family Business Research der European Academy of Management (EURAM), 2015
- Best Paper Award, IFERA Research Development Workshop Vienna, 2014, for the paper 'Innovation activities during Leadership succession: An empirical study from a

Socio-Emotional Wealth perspective' (together with Jana Hauck, Zeppelin University Friedrichshafen)

- Christer Karlsson Best Conference Paper Award Runner-up, International Product Development Management Association (PDMA) Conference 2009, for the paper 'Systematic Identification of problem solvers from analogous markets: an empirical exploration of the potential of the search method 'Pyramiding'' (together with Marion Poetz, Copenhagen Business School)
- Rudolf-Sallinger-Award for Doctoral Thesis, 2006 (Special Award for Outstanding Research, not awarded every single year dependent on applications)
- Best Paper Award, American Marketing Association (AMA) Summer Conference, Track New Product Development, Product Management and Entrepreneurship for the paper 'Efficient Identification of Lead Users: Screening vs. Pyramiding' (with Eric von Hippel and Nikolaus Franke), 2005
- Best Scientific Paper Award (with Marion Poetz), EDAMBA competition, 2004
- WU Vienna Best Paper Award 2005 and 2007
- Research Fellowship 'Österreichische Forschungsgemeinschaft', 2004

Honors and Awards: Teaching

- Best Teaching Award Runner-up, Zeppelin University Friedrichshafen, 2015, 2016
- Best Teaching Award, Zeppelin University Friedrichshafen, 2010
- Award for Innovative Teaching, WU Vienna, 2002

Professional affiliations

- Verband der Hochschullehrer für Betriebswirtschaft e.V. - German Academic Association for Business Research (VHB, VHB-TIE)
- Academy of Management (AoM)
- European Academy of Management (EURAM)
- International Family Enterprise Research Academy (IFERA)
- Product Development Management Association (PDMA)
- American Marketing Association (AMA)
- Center of Excellence (Network of high-performing students at the Vienna University of Economics and BA)

Reviewer activities for journals and conferences

- Entrepreneurship Theory & Practice (ETP)
- Research Policy (RP)
- Journal of Product Innovation Management (JPIM)
- R&D Management Journal (RDMJ)
- International Journal of Technology Management (IJTM)
- International Journal of Entrepreneurial Venturing (IJEV)
- Long Range Planning (LRP)
- Journal of Family Business Strategy (JFBS)
- Organization Studies (OSt)
- Review of Managerial Science (RMS)
- California Management Review (CMR)
- Journal of Small Business Management (JFBM)
- Small Business Economics (SBE)
- Academy of Management Conference (AoM, TIM and ENT Division)
- European Academy of Management Conference (EURAM)
- American Marketing Association Conference (AMA)
- Mass Customization and Personalization Conference (MCPC)
- International Family Enterprise Research Academy Conference (IFERA)
- FGF Entrepreneurship Innovation Mittelstand (G-Forum)

Editorial Board Membership

- Journal of Family Business Strategy (JFBS, since 2015)
- Zeitschrift für Familienunternehmen und Strategie (FuS, since 2012)