

# Curriculum Vitae



## Contact

---

Friedrich-Schiller-University Jena  
Chair of General Management and Marketing

Carl-Zeiss-Str. 3                      Phone: +49 3641 943116  
07743 Jena, Germany              Email: r.reinhardt@uni-jena.de

## Education

---

- 02/2018                      **Ph.D., Business Administration and Economics, TU Dresden**  
– 05/2012
  - Thesis title: “Low-end Innovation – An Analysis of Decision-Making Biases, Organizational Capabilities, and Adoption Processes” (Advisor: Prof. Dr. Michael Schefczyk)
  - Grade: summa cum laude
- 07/2015                      **Visiting Ph.D. Student, David Eccles School of Business, University of Utah**  
– 09/2014
  - conducted research with Prof. Dr. Abbie Griffin
  - 3 Ph.D. seminars completed with grade A
- 01/2012                      **Diplom (M. Sc.) in Business Administration and Engineering, TU Dresden**  
– 10/2006
  - Grade: 1.2 (with distinction)
- 06/2005                      **High School Diploma, Gymnasium Dresden-Plauen**  
– 08/1996
  - Grade: 1.4
- 07/2003                      **Exchange Student, Payette High School, Idaho**  
– 08/2002

## Awards

---

- **JPIM Research Forum Best Reviewer Award** (2018)
- **Academy of Management TIM Division Best Student Paper Award** for the paper “The High-end Bias – Investigating the Irrational Preference for High-end over Low-end Innovations” at the Academy of Management Annual Meeting (2017, endowment \$500)
- **Thomas Hustad Best Paper Award** for the paper “The High-end Bias – Investigating the Irrational Preference for High-end over Low-end Innovations” presented at the 24th IPDMC (2017)
- **Knut Holt Best Paper Award** for the paper “Innovation Inhibitors as Catalysts of Societal Progress – The Role of Resistance Leaders in Innovation Diffusion” presented at the ISPIM Innovation Summit (2016)
- **Special Award of the Erich-Glowatzky-Foundation** for outstanding achievements in the field of business administration and economics (2012, endowment 2,000 €)
- **TENTE-Foundation Dr. Dietrich Fricke-Award** in recognition of the diploma thesis “Differences between Early Adopters of Disruptive and Sustaining Innovations – An Empirical Study of Consumer Innovativeness” (2012, endowment 2,500 €)
- **Victor Klemperer-Certificate** for outstanding academic achievements at TU Dresden (2012)

## Professional Experience

---

- since  
04/2018 **Post-doctoral Researcher and Lecturer, Friedrich-Schiller-University Jena, Chair of General Management and Marketing, Prof. Dr. Gianfranco Walsh**
- project manager for the DFG-funded project “Low-end Innovation”
  - responsible for developing and conducting research projects
  - third-party fundraising for research projects
  - creating and conducting lectures for bachelor- and master-level courses
  - mentoring and supervising students on research theses (bachelor and master)
- 03/2016  
– 03/2018 **Research Associate and Lecturer, Friedrich-Schiller-University Jena, Chair of General Management and Marketing, Prof. Dr. Gianfranco Walsh**
- responsible for innovation research, lectures for bachelor- and master-level courses, thesis supervision, and third-party fundraising
- 02/2016  
– 06/2015 **Research Associate, TU Dresden, Research Group Value-Based Innovation, Dr. Sebastian Gurtner**
- research on adoption and resistance of health technologies for the BMBF project “GesundLeben”
- 07/2015  
– 09/2014 **Visiting Scholar, University of Utah, David Eccles School of Business, Prof. Dr. Abbie Griffin**
- acquired grants and conducted research in collaboration with Prof. Griffin
  - actively participated in Ph.D. seminars
- 12/2014  
– 06/2012 **Research Associate and Lecturer, TU Dresden, Chair of Entrepreneurship and Innovation, Prof. Dr. Michael Schefczyk**
- responsible for research on low-end innovation and deputy project manager in the EU-funded project “InnoTech4Health”
  - responsible for research and lectures on innovation and technology management
  - supervision of bachelor and master theses
- 12/2012  
– 04/2006 **Experience at start-ups, in the logistics industry and as a research assistant**
- start-up experience at Cloud&Heat (formerly AoTerra)
  - consulting and logistics experience at LogistikPlan and PTV America Inc.
  - student research assistant positions at the Chair of Entrepreneurship and Innovation and the Chair of Logistics Engineering at TU Dresden

## Acquired Funds and Scholarships

---

- 2018 **Post-Doc Grant from FSU Jena**
- for developing a third-party funding application on “Differences in Generalization Tendency: Measurement, Antecedents, and Consequences” (5,300 €)
  - role: PI
- 2018 **SNF/DFG-Project “Low-end Innovation: An Investigation of Key Individuals and Organizational Ecosystems”**
- grant: approx. 630,000 € total, FSU Jena 206,900 € (DFG funds)
  - role: idea contributor and proposal co-author (PI: Prof. Dr. Sebastian Gurtner, PI FSU Jena: Prof. Dr. Gianfranco Walsh)
- 2018  
– 2017 **German Academic Exchange Service (DAAD) scholarships for travel**
- JPIM Research Forum, Chicago (2,100 €)
  - Academy of Management Annual Meeting, Atlanta (1,700 €)
- 2017  
– 2015 **Grants from TU Dresden’s Graduate Academy**
- for conference travel (1,500 €)
  - for a research stay abroad (3,000 €)
- 2015 **ISBM-Project „Low-end Innovation Capabilities”**
- grant: \$ 5,000
  - role: idea contributor and proposal co-author (PI: Prof. Dr. Abbie Griffin)

- 2015 – 2014      **Visiting Fellowship Grants for Prof. Dr. Katrin Eling and Prof. Dr. Abbie Griffin**  
(8,300 €)
- 2012            **ESF-Project InnoTech4Health**
  - grant: ca. 1.2 Mio. €
  - role: idea contributor and proposal co-author (PI: Prof. Dr. Michael Schefczyk)

## Publications in Peer-Reviewed Journals

(VHB 3 Journal Ranking) [ABS 2018 Journal Ranking]

---

- Reinhardt, R., Gurtner, S., & Griffin, A. 2018. Towards an Adaptive Framework of Low-end Innovation Capability – A Systematic Review and Multiple Case Study Analysis. **Long Range Planning**, 51(5): 770-796. (VHB JQ3: B) [ABS 2018: 3]
- Reinhardt, R., & Gurtner, S. 2018. The Overlooked Role of Embeddedness in Disruptive Innovation Theory. **Technological Forecasting and Social Change**, 132: 268-283. (VHB JQ3: B) [ABS 2018: 3]
- Reinhardt, R., Hietschold, N., & Gurtner, S. 2017. Overcoming Consumer Resistance to Innovations – An Analysis of Adoption Triggers. **R&D Management** (forthcoming). (VHB JQ3: B) [ABS 2018: 3]
- Gurtner, S., & Reinhardt, R.\* 2016. Ambidextrous Idea Generation – Antecedents and Outcomes. **Journal of Product Innovation Management**, 33(S1): 34-54. (VHB JQ3: A) [ABS 2018: 4]  
\* both authors contributed equally
- Vaquero Martin, M., Reinhardt, R., & Gurtner, S. 2016. Stakeholder integration in new product development: a systematic analysis of drivers and firm capabilities. **R&D Management**, 46(S3), 1095-1112. (VHB JQ3: B) [ABS 2018: 3]
- Reinhardt, R., & Gurtner, S. 2015. Differences between Early Adopters of Disruptive and Sustaining Innovations. **Journal of Business Research**, 68(1): 137-145. (VHB JQ3: B) [ABS 2018: 3]
- Gurtner, S., Reinhardt, R., & Soye, K. 2014. Designing Mobile Business Applications for Different Age Groups. **Technological Forecasting and Social Change**, 88: 177-188. (VHB JQ3: B) [ABS 2018: 3]
- Hietschold, N., Reinhardt, R., & Gurtner, S. 2014. Measuring Critical Success Factors of TQM Implementation Successfully – A Systematic Literature Review. **International Journal of Production Research**, 52(21): 6254-6272. (VHB JQ3: B) [ABS 2018: 3]
- Reinhardt, R., & Gurtner, S. 2011. Enabling disruptive innovations through the use of customer analysis methods. **Review of Managerial Science**, 5(4): 291-307. (VHB JQ3: B) [ABS 2018: 2]

## Manuscripts in Preparation and under Review

---

- Vaquero Martín, M., Reinhardt, R., & Gurtner, S. Downstream Market Stakeholder Involvement in NPD: The Double-Edged Effects of Involvement and Capabilities on NPD Financial Performance and NPD Efficiency. **Research Policy** (VHB JQ3: A) [ABS 2018: 4] (under Review)
- Hietschold, N., Reinhardt, R., & Gurtner, S. Who Put the 'No' in Innovation? Building Theory on Self-Identity and Behavior of Innovation Resistance Leaders. **Journal of Product Innovation Management**. (VHB JQ3: A) [ABS 2018: 4] (under Review)
- Reinhardt, R., Gurtner, S., Hoskins, J., & Griffin, A. The High-end Bias – Understanding Unwarranted Decision-Maker Preferences for Premium over Economy Innovations. (Status: vor Einreichung im **Journal of Marketing** (VHB JQ3: A+) [ABS 2018: 4\*]) (in preparation)

## Book Chapters (peer-reviewed)

---

- Reinhardt, R. How to Develop Low-end Innovation Capabilities: Modulating Capabilities to Overcome Constraints for Low-end Consumers. 2018. In A. Griffin et al. (Eds.), **PDMA Essentials 3: Leveraging Constraints for Innovation**, Hoboken: Wiley.
- Lee, R.P., Reinhardt, R., Keller, F., Gurtner, S., & Schiffer, L. 2018. A raw materials transition for a low-carbon economy: Challenges and opportunities for management in addressing the trilemma of competitiveness, supply security and sustainability. In G. George & S.J.D. Schillebeeckx (Eds.), **Managing Natural Resources – Organizational Strategy, Behavior and Dynamics**, Cheltenham: Edward Elgar.

- Reinhardt, R., & Oliver, W. 2015. The Cost Problem in Health Care. In S. Gurtner & K. Soyez (Eds.), **Challenges and Opportunities in Health Care Management**: 3-13, Cham: Springer.
- Reinhardt, R., Hietschold, N., & Spyridonidis, D. 2015. Adoption and Diffusion in Health Care. In S. Gurtner & K. Soyez (Eds.), **Challenges and Opportunities in Health Care Management**: 211-221, Cham: Springer.
- Reinhardt, R., Gurtner, S. & Bullinger-Hoffmann, A.C. 2015. Open Innovation in Health Care. In S. Gurtner & K. Soyez (Eds.), **Challenges and Opportunities in Health Care Management**: 237-246, Cham: Springer.
- Brau, E., Reinhardt, R., & Gurtner, S. 2013. Measuring the Success of Open Innovation. In A. Brem & E. Viardot (Eds.), **Evolution of Innovation Management: Trends in an International Context**: 52-74. Basingstoke: Palgrave Macmillan.

## Presentations at Academic Conferences (peer-reviewed)

---

- Reinhardt, R., Zaggl, M., Walsh, G., & Hagenmaier, M. When Traditional Success Factors Backfire – The Negative Effects of Customization Toolkit Users’ Involvement and Loyalty on Purchase Likelihood, *JPIIM Research Forum*, November 3-4, 2018, Chicago, USA.
- Hietschold, N., Reinhardt, R., & Gurtner, S. Who Put the ‘No’ in Innovation? Building Theory on Self-Identity and Behavior of Innovation Resistance Leaders, *TIE Conference*, September 19-21, 2018, Hamburg.
- Reinhardt, R., Gurtner, S., Hoskins, J., & Griffin, A. The High-end Bias - Investigating the Irrational Preference for High-end over Low-end Innovations, *TIE Conference*, September 20-22, 2017, Koblenz, Germany.
- Reinhardt, R., Zaggl, M., Walsh, G., & Hagenmaier, M. Highly Involved and Loyal Customization Toolkit Users are less likely to Purchase Self-Designed Products, *TIE Conference*, September 20-22, 2017, Koblenz, Germany.
- Reinhardt, R., Gurtner, S., Hoskins, J., & Griffin, A. The High-end Bias - Investigating the Irrational Preference for High-end over Low-end Innovations, *Academy of Management Annual Meeting*, August 4-8, 2017, Atlanta, USA.  
– **Technology and Innovation Management Division Best Student Paper Award**
- Reinhardt, R., Gurtner, S., Hoskins, J., & Griffin, A. The High-end Bias – An Irrational Preference of Decision Makers for High-end over Low-end Innovations, *24th IPDMC*, June 11-13, 2017, Reykjavik, Iceland.  
– **Thomas Hustad Best Paper Award**
- Reinhardt, R., Zaggl, M., Walsh, G., & Hagenmaier, M. Highly Involved and Loyal Customization Toolkit Users are less likely to Purchase Self-Designed Products, *24th IPDMC*, June 11-13, 2017, Reykjavik, Iceland.
- Hietschold, N., Reinhardt, R., & Gurtner, S. Innovation Inhibitors as Catalysts of Societal Progress – The Role of Resistance Leaders in Innovation Diffusion, *ISPIM Innovation Summit*, December 4-7 2016, Kuala Lumpur, Malaysia.  
– **Knut Holt Best Paper Award**
- Reinhardt, R., Gurtner, S., & Griffin, A. 2016. Towards a Theory of Low-end Innovation Capabilities – A Systematic Review and Multiple Case Study Analysis, *23rd IPDMC*, June 12-14 2016, Glasgow, UK.
- Reinhardt, R., & Gurtner, S. 2016. The Overlooked Role of Embeddedness in Disruptive Innovation Theory, *23rd IPDMC*, June 12-14 2016, Glasgow, UK.
- Reinhardt, R. 2015. A Systematic Review on Low-cost Innovation Value Creation and Value Capture Capabilities, *Academy of Management Annual Meeting*, August 7-11 2015, Vancouver, Canada.
- Hietschold, N., Reinhardt, R., & Gurtner, S. 2015. Overcoming Consumer Resistance to Innovations – An Analysis of Adoption Triggers, *Academy of Management Annual Meeting*, August 7-11 2015, Vancouver, Canada.
- Reinhardt, R. 2014. Avoiding a Babylonian Confusion – A Systematic Review on Low-cost Innovation, *21st IPDMC*, June 15-17 2014, Limerick, Ireland.
- Hietschold, N., Reinhardt, R., & Gurtner, S. 2014. Overcoming Consumer Resistance to Innovations – A Content Analysis Approach, *21st IPDMC*, June 15-17 2014, Limerick, Ireland.

- [Reinhardt, R.](#) 2014. A Systematic Review on Low-cost Innovation, *Advances in Medical Technology – Towards Current Healthcare Necessities*, March 5-7 2014, Manipal, India
- [Reinhardt, R.](#), & Gurtner, S. 2013. Low-cost Technology Adoption - A Mixed-Methods Study on Distinguishing Factors of Technology Use. *PDMA Research Forum*, October 26-30 2013, Phoenix, USA.
- [Reinhardt, R.](#), & Gurtner, S. 2012. Disruptive innovation theory and consumer innovativeness – Predicting the adoption of new products, *Academy of Management Annual Meeting*, August 3-7 2012, Boston, USA
- [Reinhardt, R.](#), & Gurtner, S. 2011. Customer Analysis Methods as a Basis for Disruptive Innovation, *XXII ISPIM Conference*, June 12-15 2011, Hamburg, Germany.

## Media Coverage

---

### Research Project High-end Bias

- **Print and online news:** Harvard Business Review, Focus.de, Ostthüringer Zeitung, Thüringer Allgemeine, Thüringische Landeszeitung
- **Video:** Interview with the AoM TIM Division (YouTube)

## Teaching Experience

---

### Friedrich-Schiller-University Jena

- **Data Analysis in Marketing:** interactive sessions on statistical methods and the software SPSS (50 master-level students; fall 2017)
- **Marketing Mix Policies:** weekly interactive lecture on marketing strategies using case studies and calculation exercises (approx. 120 master-level students; spring 2016, spring 2017, spring 2018)
- **Market and Customer Research:** weekly lecture and interactive sessions on market research, statistics, SPSS, and consumer behavior (approx. 100 master-level students; fall 2016, fall 2018)
- practice-oriented **Bachelor and Master Seminars** (20 - 30 students each; fall 2016, 2017, 2018)
- **Summer Academy Start-up Management:** Lectures on innovation management and marketing (approx. 30 participants; SS 2016)
- supervision of **Bachelor and Master theses**

### Dresden International University

- **Introduction to Academic Research and Writing:** seminar on literature search, scientific methods and strategies for writing theses (15 bachelor students, spring 2012, spring 2015)

### TU Dresden

- **Innovation and Product Management:** 2-day workshops on creativity techniques and product innovation (180 - 230 bachelor students; spring 2012, spring 2013, spring 2014)
- **Technology Management:** case study seminar on technology and innovation management (approx. 50 master-level students; fall 2013)
- **Idea Generation and Idea Assessment:** half-day workshop during start-up days of Max Planck, Fraunhofer, Leibnitz and Helmholtz Societies (approx. 20 participants; fall 2013)
- **Innovation and Technology Management:** interactive research seminar (90 master-level students; fall 2012)
- **Business Model Innovation:** practice seminar in cooperation with a subsidiary of Deutsche Telekom on business model innovation (20 bachelor students; spring 2012)
- **Business Game Workshop:** interactive computer simulation on business plans and strategy (undergraduate students and executive education; spring 2011, spring 2012)

### Lappeenranta University of Technology, Finland

- **ERASMUS Summer School Open Innovation:** Lecture and exercise on open innovation (approx. 20 participants; spring 2014)

## National Institute of Higher Education, Research, Science and Technology, Trinidad & Tobago

- **Introduction to Entrepreneurship and Innovation:** 3-day workshop on theory and practice of innovation and entrepreneurship (25 participants; spring 2013)

## Reviewing

---

- Journal of Product Innovation Management (Reviewer, since 2015)
- Journal of Business Research (Reviewer, since 2015)
- R&D Management (Reviewer, since 2017)
- Journal of Management Inquiry (Reviewer, since 2017)
- Technology Forecasting and Social Change (Reviewer, since 2018)
- Journal of Service Management (Reviewer, since 2018)
- Academy of Management Annual Meeting (Reviewer, since 2012)
- PDMA/JPIM Research Forum (Reviewer, since 2017) – **Best Reviewer Award (2018)**
- VHB TIE Conference (Reviewer, since 2017)
- BAM Conference (Reviewer, 2018)

## Academic Self-Administration and Voluntary Work

---

- FSU Jena: member of the examination board (since 2018, substitute member since 2017)
- TU Dresden: jury member for *TIMES* and *kreati* case study competition (2013 – 2014)
- TU Dresden: authorship commission (2013)
- TU Dresden: annual departmental Ph.D. student survey (2012 – 2013)

## Languages

---

- German: Native Speaker
- English: Fluent (96 % on the DAAD language certificate test)