

CURRICULUM VITAE

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ACADEMIC POSITIONS

04/2022 – present **LMU Munich School of Management, Munich, Germany**
Institute for Strategy, Technology and Organization (ISTO)
Postdoctoral Researcher

EDUCATION

12/2017 – 06/2022 **TUM School of Management, Munich, Germany**
Entrepreneurship Research Institute
Ph.D. in Management & Entrepreneurship
Dissertation Title: *More Than Words: Three Essays on How Language Shapes Entrepreneurial Outcomes and the Academic Discourse on Entrepreneurs*

10/2015 – 11/2017 **TUM School of Management, Munich, Germany**
M.Sc. in Management & Technology
(Specializations in Innovation & Entrepreneurship & Chemistry)

10/2013 – 10/2015 **LMU Munich Faculty of Law, Munich, Germany**
Intermediate Examination in Civil Law & Public Law

10/2011 – 06/2015 **TUM School of Management, Munich, Germany**
B.Sc. in Management & Technology
(Specializations in Innovation & Entrepreneurship & Chemistry)

RESEARCH INTERESTS

Strategic Management, Entrepreneurship, Text Analysis, Sociology, Online Platforms

RESEARCH PAPERS

Published Papers:

Seigner, B. D. C., Milanov, H., & McKenny A. (2022). “Who Can Claim Innovation and Benefit from It? Gender and Expectancy Violations in Reward-Based Crowdfunding,” *Strategic Entrepreneurship Journal*. doi: 10.1002/sej.1426

Lundmark, E., Milanov, H., & **Seigner, B. D. C.** (2022). Can it be measured? A quantitative assessment of critiques of the entrepreneurship literature. *Journal of Business Venturing Insights*. doi: 10.1016/j.jbvi.2021.e00301

Working Papers:

Seigner, B. D. C., Milanov, H., & Lundmark, E. “Tweeting Like Elon? The Effects of Ventures’ Social Position in Employing Linguistic Confrontation on Social Media Engagement” (2nd R&R at *Journal of Business Venturing*, since March 2022)

Seigner, B. D. C. & Reetz, D. “The Effects of Age Bias and Homophily in Platform Markets”

CONFERENCES & CONSORTIA

- 2022 *Diana International Research Conference*, Dublin, Ireland
Seigner, B. & Milanov, H. “Mirror, Mirror: The Role of an Entrepreneur’s Attractiveness as a Boundary Condition to the Female Advantage in Reward-Based Crowdfunding”
42nd Babson College Entrepreneurship Research Conference, Waco, TX
Lundmark, E., Milanov, H., & **Seigner, B.** “Turning the Lens on Ourselves: A Quantitative Assessment of the Discursive Practices in Leading Entrepreneurship Journals”
Seigner, B. “It Is Not Black or White! Ethnic Heterogeneity in Crowdfunding”
18th Australian Centre for Entrepreneurship Research Exchange, Online
Seigner, B., Milanov, H., & Lundmark, E. “How to Tweet for Attention: Does Confrontational Language Help or Hinder New Ventures Attract Attention?”
- 2021 *81st Annual Meeting of the Academy of Management*, Online
Seigner, B. & Milanov, H. “The Boundaries of Crowdfunding in Democratizing Innovation for Women: A Gender Role Congruity Perspective”
Participant in the *Doctoral Consortium* of the Entrepreneurship Division
41st Babson College Entrepreneurship Research Conference, Online
Seigner, B. & Reetz, D. “Either Fish or Fowl: The Effect of Age Stereotypes on Crowdfunding Success”
- 2020 *80th Annual Meeting of the Academy of Management*, Online
Seigner, B., Milanov, H., Lundmark, E., & Bruchmann, F., “Examining Social Media: Attention Effects of Non-Conformance Rhetoric Among New Ventures”
40th Babson College Entrepreneurship Research Conference, Online
Seigner, B. & Milanov, H. “Beauty Is Power—The Effect of Physical Attractiveness and Gender on Crowdfunding Success”
Participant in the *Doctoral Consortium*
- 2019 *39th Babson College Entrepreneurship Research Conference*, Wellesley, MA
Seigner, B., Milanov, H., & Bruchmann, F., “The Squeaky Wheel Gets the Grease! Non-Conformance as an Antecedent to Audience Recognition in Social Media”
- 2018 *38th Strategic Management Society Annual Conference*, Paris, France
Seigner, B., Milanov, H., & Bruchmann, F., “Hunting for Likes: Legitimate Distinctiveness in the Context of Social Media”

AWARDS & HONORS

- 2021 *Academy of Management Annual Meeting Entrepreneurship Division Best Reviewer Award*
- 2020 TUM School of Management *Research Excellence Program* (2 × 2,500€ yearly funding provided)
- 2019 Top 5 student in Jeffrey Wooldridge’s course on advanced econometrics hosted by the *Bavarian Graduate Program in Economics*
Finalist *World Dancesport Federation North-European Championships Latin Adults*
- 2017 National Team member of the *German Dancesport Federation* (4th in the German Ranking in 2018)
- 2011 Scholarship holder *e-fellows.net* for excellent university-entrance diploma

TEACHING EXPERIENCE

Co-developer and (Single) Lecturer:

Advanced Research Seminar in Innovation and Entrepreneurship (elective, M.Sc. & M.A.)

Advanced research seminars are full-semester-length courses. They prepare Management students to write an independent Master's thesis. Class size is capped at 25 because the courses consist of lecturing, as well as interactive teaching through discussions and individual mentoring of students on their research papers.

In Class: Summer 2018 (1.3), Winter 2019 (1.1), Summer 2019 (1.0), Winter 2020 (1.1)

Remote (Zoom): Summer 2020 (No Statistical Evaluation), Winter 2021 (1.7), Summer 2021 (1.0), Winter 2022 (1.0)

Develop Your Entrepreneurial Thinking (elective, Ph.D.)

This workshop-based course is for Ph.D. students from all TUM faculties, such as Management, Medicine, Informatics, Engineering, and Architecture. Seminars are conducted in an immersive way over three full days. They are practice-oriented and aim to inspire Ph.D. students' interest in entrepreneurship and entrepreneurial thinking. Class size is capped at 15 because the course is interactive with a strong focus on experiential learning.

In class: Winter 2018 (1.6), Summer 2019 (1.3)

Advisor:

Industry Collaboration Projects (compulsory, M.Sc., M.A., & B.Sc.)

The project allows Management student teams to work part- (6 months) or full-time (3 months) on an entrepreneurial industry project. Students work with two supervisors—one from a company/start-up and one from the university. The students hold presentations for the company's executives and hand in a project report. To name a few, I have supervised projects, such as setting up a successful crowdfunding campaign for the TUM Tunnel Boring Team for Elon Musk's *Not-a-Boring Competition*, crafting a strategy for an accelerator with *Fraunhofer Ventures*, and automating data analyses for the vehicle development at *BMW*.

Final Theses in Strategy & Entrepreneurship (compulsory, M.Sc., M.A., & B.Sc.)

* Note: The instructor evaluations provided in brackets follow the German system, where they are rated on a scale of 1 (excellent) to 5 (poor).

PROFESSIONAL SERVICE

Ad-Hoc Reviewer for:

- *Journal of Business Venturing*
- *Entrepreneurship Theory and Practice*
- *Journal of Strategy and Management*
- *Schmalenbach Journal of Business Research*
- *Academy of Management Annual Meeting (Entrepreneurship Division)*

OTHER SKILLS

Software:

- Stata, Python, and R
- Linguistic Inquiry and Word Count
- Microsoft Office

Languages: German (native), English (proficient), & French (intermediate)

PROFESSIONAL MEMBERSHIPS

since 2020 *Academy of Management*

since 2018 *Strategic Management Society*

REFERENCES & MENTORS

Prof. Tobias Kretschmer, Ph.D.

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t.kretschmer@lmu.de

Prof. Hana Milanov, Ph.D.

Technical University of Munich
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Prof. Dr. Oliver Alexy

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Prof. Aaron McKenny, Ph.D.

Indiana University
amckenny@iu.edu