

# Yanchen Jin

## **PERSONAL DETAILS**

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*Address* Institute for Innovation Management (IIM)  
Munich School of Management  
Ludwig-Maximilians-Universitaet (LMU)  
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80539 Munich

*E-Mail* Yanchen.Jin@lmu.de

## **ACADEMIC QUALIFICATIONS**

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- PhD (Doctor oeconomiae publicae – Dr. oec. publ.)** 2023-present  
*Ludwig-Maximilians-Universitaet Munich, Germany*
- Business Administration
  - Stage: dissertation proposal in progress
  - Supervisor: Prof. Dr. Jelena Spanjol
- Master of Business Research** 2023-present  
*Ludwig-Maximilians-Universitaet Munich, Germany*
- Postgraduate Doctoral Program
  - Supervisor: Prof. Dr. Jelena Spanjol
- Master in Consumer Science** 2020-2022  
*Technical University of Munich, Germany*
- Specialization: Innovation and Entrepreneurship
  - Master Thesis: Opportunities and Challenges for Development of the Edible Insect Food Industry in European Union: A Systematic Literature Review
  - Supervisor: Prof. Dr. Luisa Menapace
- Bachelor of Science – Economics** 2016-2020  
*University of Konstanz, Germany*
- Specialization: Applied Economics
  - Bachelor Thesis: Are International Stock Markets Correlations Affected by Cultural Variables?
  - Supervisor: Prof. Dr. Axel Kind
- Erasmus+ Year Abroad** 2018-2019  
*University of Warwick, the United Kingdom*  
Economics

## **RESEARCH INTERESTS**

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- Consumer behavior
- Adoption to food innovation
- Edible insects
- Cross-culture research

## **PROFESSIONAL EXPERIENCE**

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<b>Teaching and Research Assistant</b> <i>Institute for Innovation Management, LMU, Germany</i>	2023-present
<b>Research Assistant</b> <i>Chair of Research and Science Management, TUM, Germany</i>	2021-2023
<b>Working Student</b> <i>Performance &amp; Reward, Allianz Technology SE, Germany</i>	2020-2021
<b>Project Assistant</b> <i>Red Cross Society, China</i>	2019-2019
<b>Internship</b> <i>Fudian Bank Co., Ltd, China</i>	2017-2017

## **TEACHING EXPERIENCE**

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### **Bachelor Courses**

*Managing the Front End of Innovation (tutorial)*

- WS 2023/24
- Number of students: 80

### **Master Courses**

*New Products: From Ideas to Markets (tutorial)*

- WS 2023/24
- Number of students: 76

*Feeding and Managing the Innovation Pipeline (tutorial)*

- SS 2023
- Number of students: 30

## **SKILLS**

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*Languages* Chinese(native), German(fluent), English(fluent), Russian(basic)

*Software* Microsoft Office, STATA, IPM SPSS, R, LaTeX

Last updated: November 3, 2023