

Zhuoer Qiu

PERSONAL DETAILS

Address Institute for Innovation Management (IIM)
Munich School of Management
Ludwig-Maximilians-Universitaet (LMU)
Ludwigstr. 28
80539 Munich

E-Mail zhuoer.qiu@lmu.de

ACADEMIC QUALIFICATIONS

Ph.D. (Doctor oeconomiae publicae – Dr. oec. publ.) 2017-2023 (expected)
Goethe University Frankfurt, Germany
Quantitative Management
Advisor: Prof. Dr. Simone Wies

Master of Business Administration (M.Sc.) 2013-2017
Hanken School of Economics, Finland
International Management and Strategy

Bachelor of of Business Administration (B.Sc., dual degree) 2008-2013
WFI School of Management, Germany
Sun Yat-Sen University, China
Accounting and Finance

RESEARCH INTERESTS

Firm innovation strategy and performance
Startup growth strategy
Entrepreneurship and innovation management

PROFESSIONAL EXPERIENCE

Postdoctoral Researcher 2023-present
Institute for Innovation Management, Ludwig-Maximilians-Universitaet

Research Assistant 2021-2022
Research Center, Deutsche Bundesbank
Focus: Household Behavior and Surveys

Research Assistant 2017-2020
Department of Marketing, Goethe University Frankfurt

Research Assistant 2019
Leibniz Institute for Financial Research SAFE
Project: How do Startups Grow?

WORKING PAPERS

The Value of Prioritized Marketing Competence to Startup Ventures

(job market paper, with Simone Wies, targeted at *Journal of Marketing Research*)

Abstract: Although the value of marketing is generally recognized, startups are still struggling to develop their marketing competence. Specifically, how should startups prioritize among the development of marketing and other competences? By analyzing 272 U.S.-based startups founded between 2004 and 2011, we find that prioritized marketing leads to higher startup innovation outcomes. Results further suggest a moderating role of marketing's relative contribution: founder marketing competence and additional non-marketing responsibilities weaken the effect of prioritized marketing on innovation outcomes, while marketing competence intensity partially strengthens the effect of prioritized marketing on innovation outcomes. Altogether, the findings demonstrate the value of committing resources to developing marketing competence early in a venture's life.

How do Startups Grow? A Sequential View (work in progress)

A Toothless Tiger? Taking Cues from CMO Presence in Public and Private Firms

(with Simone Wies, invited to revise and resubmit at *International Journal of Research in Marketing*)

Abstract: Chief Marketing Officers (CMOs) are the shortest-tenured member of the C-suite and recent discussions in the press suggest that CMOs are not much involved in the firm's high-level decision-making. While the days for CMOs appear to be numbered, most U.S. firms continue to employ and hire CMOs. Against this backdrop, the authors question if CMO appointment, at least to some extent, is driven by investor perception incentives rather than the firm's genuine belief in strong marketing leadership. Conditioning a firm's incentives for investor perception management on its publicly listed status, the authors analyze 1,169 public and private firms between 2010 and 2019 and find that public firms are, on average, more likely to have a CMO and be influenced by investor sentiment and industry CMO prevalence in making this decision. However, public firm CMOs, compared to private firm CMOs with less pronounced incentives to guide investor perceptions, are less effective in driving firm performance. Collectively, these findings show that instead of taking an optimal-fit perspective on purely product-market grounds, firms might organize their marketing leadership for investor perception considerations despite adverse consequences.

PRESENTATIONS

TIE Conference (Goethe University Frankfurt, Germany)	2023
Marketing Impulse (Ludwig-Maximilians-Universitae, Germany)	2023
Marketing Brown Bag Seminar (Goethe University Frankfurt, Germany)	2021
GSEFM Seminar (Goethe University Frankfurt, Germany)	2020
INFORMS Marketing Science (University of Roma Tre, Italy)	2019
EMAC (University of Hamburg, Germany)	2019

TEACHING EXPERIENCE

Lecturer, Ludwig-Maximilians-Universitaet

Current Challenges in Innovation Management, B.Sc. program	Summer 2023
Managing the Front End of Innovation, B.Sc. program	Winter 2023/2024
New Products: From Ideas to Markets, M.Sc. program	Winter 2023/2024

Lecturer, Frankfurt School of Finance and Management

Market Intelligence, B.Sc. program	2020-present
Introduction to R and RStudio, M.Sc. program	Fall 2022

Teaching assistant, Goethe University Frankfurt

Marketing Assets Seminar, B.Sc. program	Fall 2019/2020
Strategic Innovation Management, B.Sc. program	Fall 2018/2019

SKILLS

Software	R (advanced), Stata (advanced), Python (basic)
Language	Cantonese (native), Mandarin (fluent), English (fluent), German (intermediate)
Finance	CFA Candidate (Level III Exam passed in 2018)

AWARDS AND GRANTS

"Forschungstopf", Faculty of Business and Administration, Goethe University Frankfurt	2019
Vereinigung von Freunden und Förderern der Goethe-Universität Frankfurt.	2019
Oy Elfving Holding Ab Honorary Scholarship for Exchange Studies, Hanken School of Economics	2014