

Alessandra Schirin Gessl

PERSONAL DETAILS

Address Institute for Innovation Management (IIM)
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ACADEMIC QUALIFICATIONS

PhD Candidate (Doctor philosophiae – Dr. phil.) 2020-present

Munich Medical Research School, Ludwig-Maximilians-Universität (LMU) München

Medical Research in Public Health & Epidemiology

Supervisors: Prof. Dr. Jelena Spanjol; Head of Institute for Innovation
Management, LMU Munich School of Management

Univ. Prof. Dr. Eva Grill, MPH; Institute for Medical Information,
Processing, Biometry, and Epidemiology (IBE),
Faculty of Medicine, LMU

Univ. Prof. Dr. Claudia Bausewein; Head of Institute for Palliative
Medicine, Faculty of Medicine, LMU

Master of Health and Social Management (M.A.) 2015-2017

Management Center Innsbruck, Austria

Technology Acceptance and Aging

Supervisor: FH-Prof. Dr. Stephan Schlögl

Bachelor of Psychology (B.Sc.) 2011-2015

Leopold-Franzens-Universität Innsbruck, Austria

Social Behavior and Addiction

Supervisor: Ao Univ.-Prof. Dr.med.univ Gerald Zernig

RESEARCH INTERESTS

Innovation, technology and digital solutions in healthcare

Understanding facilitators and barriers to patient adherence

Service innovation, & entrepreneurship & innovation education in healthcare

Impact of Innovation

PROFESSIONAL EXPERIENCE

Research and Teaching Assistant 2018-present

Ludwig-Maximilians-Universität München, Munich, Germany

Junior Scientist 2018-2021

Private University for Health Sciences, Medical Informatics and Technology

Hall in Tyrol, Austria

PUBLICATIONS AND WORKING PAPERS

Gessl, A. S. with Brodtka, N., Zhao, J., Gessl, N. (2023). Analyzing Pharmacist Representation in Public-Facing Health Media: Insights and Implications – *Working Paper*

Gessl, A. S. with Ciu, A. S., Nakata, C., Crawford, S. Y., Sharp, L., Xiao, Y., Watson-Manheim, M. B., Spanjol, J. (2023). Improving anti-hypertensive medication taking: The direct and interacting effects of perceived adherence difficulty, adherence knowledge, and commitment to adherence. – *Working Paper*

Gessl, A. S. with Ciu, A. S., Nakata, C., Crawford, S. Y., Sharp, L., Xiao, Y., Watson-Manheim, M. B., Spanjol, J. (2023). Continual Negative Service Consumption: The Case of Medication Adherence Among the Underserved. – *Working Paper*

Gessl, A. S., Flörl, A., & Schulc, E. (2022). Demand for community-based Case Management in Austria - a qualitative analysis. *BMC Nursing*, 21(1), 5. <https://doi.org/10.1186/s12912-021-00775-0>

Gessl, A. S., Schlögl, S., & Mevenkamp, N. (2019). On the perceptions and acceptance of artificially intelligent robotics and the psychology of the future elderly. *Behaviour & Information Technology*, 14(1), 1–20. <https://doi.org/10.1080/0144929X.2019.1566499>

Gessl, A. S., (2018). Psychology and Technology Acceptance: A New Approach to Digital Inclusion & User Differentiation. In: Dachsel, R. & Weber, G. (Hrsg.), *Mensch und Computer 2018 - Workshopband*. Bonn: Gesellschaft für Informatik e.V..

PRESENTATIONS

Gessl, A.S., Nakata, C.C., Xiao, Y., Cui, A.S., Crawford, S., Sharp, L., & Spanjol, S. (2021). *Constructing effective text messages to promote adherence in chronically-ill individuals: A theoretical and practical exploration*. ESPACOMP Annual Conference 2021, Digital, November 2021.

Gessl, A.S., Flörl, A., & Schulc, E. (2020). *Implementation of nursing-led care management in Austria – a preliminary analysis*. International Conference of the German Society of Nursing Science, Berlin, May 2020

Gessl, A.S., Flörl, A., & Schulc, E. (2020). *Care Management in Tirol – von der Implementierung bis zur Analyse*. Pflegekongress20. Vienna, November 2020.

Gessl, A. S., (2018). *Psychology and Technology Acceptance: A New Approach to Digital Inclusion & User Differentiation*. Mensch und Computer 2018, Dresden, September 2018

SELECTED PHD COURSES COMPLETED

Methodenwerkstatt: Anwendung qualitativer Forschungsmethoden in der Medizin (SS 21, Pettenkofer School of Public Health, LMU Munich)

Qualitative Forschung in der Medizin: Ein Forschungspraxis-Begleitseminar

(SS 21, Pettenkofer School of Public Health, LMU Munich)

Social-Behavioral-Educational Research Ethics
(SS21, CITI Program)

Introduction to Structural Equation Models
(SS 20, Dr. Larry Williams, CARMA)

TEACHING EXPERIENCE

Bachelor Courses

Innovating for Organizational, Market, and Societal Impact (seminar)

WS 2020/21 | WS 2021/22

Number of students: 23 | 19

Responsibilities: Instruction of students in writing seminar thesis, supervision, coaching and final grading of students' seminar theses and presentations

Lecturer evaluation (overall): 4.6 (5-excellent; 1-inadequate)

Current Challenges in Innovation Management (seminar)

SS 2020 | SS 2021

Number of students: 7 | 11

Responsibilities:

- Design of digital teaching plan for seminar
- Recording of instructional videos (Research Process, Writing a Paper, Conducting a Literature Review, Case Studies, Netnography)
- Instruction of students in writing seminar thesis, supervision, coaching and final grading of students' seminar theses and presentations

Lecturer evaluation (overall): 1.4 (1-excellent; 5-inadequate)

Managing the Front End of Innovation (Tutorial)

WS 2022

Number of students: ~40

Responsibilities: prepare and hold four tutorials linked to the lecture content, guide students through selected scientific literature, foster critical thinking and discussion, proctor exam

Lecturer evaluation (overall): 4.2 (5-excellent; 1-inadequate)

Master Courses

Innovating for Impact (seminar)

WS 2019/20 | SS 2022 | WS 2022 | WS 2023

Number of students: 10 | 14 | 5 | 3

Responsibilities: Instruction of students in writing seminar thesis, supervision, coaching and final grading of students' seminar theses and presentations

Lecturer evaluation (overall): 1.7 (1-excellent; 5-inadequate)

Innovation Scouting for Healthcare (project course)

SS 2019

Number of students: 19

Responsibilities: Set-up and management of the overall course (incl. multiple practice partners), coaching of student teams, grading and final examination of students' deliverables

Lecturer evaluation (overall): 2.0 (1-excellent; 5-inadequate)

Innovation Management (project course)

WS 2021/22 | SS 2022 | SS 2023

Number of students: 4 | 4 | 8

Responsibilities: Set-up and management of the course (incl. multiple practice partners), coaching of student teams, grading and final examination of students' deliverables

Lecturer evaluation (overall): 1.5 (1-excellent; 5-inadequate)

Thesis Supervision

6 Master theses by students enrolled in MSc in business administration

13 Bachelor theses by students enrolled in BSc in business administration

SKILLS

Languages German (native), English (native), Spanish (fluent), Russian (intermediate)
Software Microsoft Office, STATA, IBM SPSS, SAP, LaTeX, MAXQDA, SmartPLS

AWARDS AND GRANTS

Performance grant of the Ludwig-Maximilians-Universitaet Munich 2019

Ludwig-Maximilians-Universitaet Munich

Grant for outstanding performance – Nominated by the academic supervisor and approved by the university's central human resources committee.

Awardee of a Scholarship to the European Forum Alpbach 2017

Summer School on European Health and Social Systems in Transition

Awardee of a Scholarship to the European Health Forum Gastein 2016

Last updated: November 17, 2023