

Curriculum Vitae Dr. Marcelo Francisco de la Cruz Jara

Personal Information

Professional address: Ludwig-Maximilians-Universität (LMU) München
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Brief Profile

- Internationally recognized management scholar with top tier publications (e.g., Organization Studies, Journal of Product Innovation Management, Journal of Business Ethics).
- Experienced lecturer since 2017 and executive educator; designs and leads large and small-scale courses (up to 600 students) with excellent evaluations; supervised 40+ theses.
- Habilitation candidate at LMU Munich, startup coach, active member in national and international academic networks and professional service roles.
- Combines 10+ years of industry leadership with academic excellence; bridges entrepreneurship, innovation management, business ethics, and future studies to drive sustainable development.

Academic Education

Doctor oeconomiae publicae (Dr. oec. publ.; <i>summa cum laude</i>) <i>Ludwig-Maximilians-Universität (LMU) München, Germany</i> Business Administration – Dissertation Chair: Prof. Dr. Jelena Spanjol Thesis: "Social Value in Business: An Innovation Strategy Perspective"	2017-2023
Master of Business Research (MBR) <i>Ludwig-Maximilians-Universität (LMU) München, Germany</i> Business Administration Doctoral Program	2018-2021
Mechanical Engineering (Dipl.-Ing.) <i>Technical University Munich (TUM), Germany</i> Aerospace Engineering and Production Management	1997-2003

Professional Development

Postdoctoral Researcher/ Assistant Professor Innovation Management <i>Ludwig-Maximilians-Universität (LMU) München, Germany</i>	2023-present
Management Board Member and Chief Financial Officer <i>Marketing and Innovation Circle (MIC) e.V., München, Germany</i>	2024-present
Startup Coach (For-Profit and Sustainability Business Modelling) <i>LMU Innovation & Entrepreneurship Center (LMU IEC), München, Germany</i>	2020-present
Research and Teaching Assistant Innovation Management <i>Ludwig-Maximilians-Universität (LMU) München, Germany</i>	2017-2023
Head of Projects and Processes (New Product Development) <i>Kathrein SE/ Ericsson, Rosenheim, Germany</i>	2015-2017
Senior Manager Innovation Management and Strategy <i>Porsche Consulting GmbH, Stuttgart, Germany</i>	2008-2015

Publications

Rosa, J. A., **de la Cruz Jara, M. F.¹**, & Spanjol, J. (2025). Decisions under Radical Uncertainty: The role of Volitional Liminality in Radical Innovation – *Status: Accepted at Journal of Product Innovation Management*

de la Cruz Jara, M. F., & Spanjol, J. (2025). Understanding Multiple Perspectives on Social Value in Business: An Interdisciplinary Integrative Review and Typology. *Journal of Business Ethics*, 198, 407–435. <https://doi.org/10.1007/s10551-024-05692-1>

de la Cruz Jara, M. F., Spanjol, J., & Doppstadt, T. (2024). Strategic Social Value Orientation and Sustainability Performance: A Commensuration Perspective. *Organization Studies*, 46(5), 635–666. <https://doi.org/10.1177/017084062412429>

Spanjol, J., Rosa, A., Schirmeister, E., Dahl, P., **de la Cruz Jara, M. F.**, Domnik, D., Kuhlmann, J., Lindner, M. (2023). The Potential of Futures Literacy for Impact-Oriented Business Schools. *Futures*, 146, 1–15. <https://doi.org/10.1016/j.futures.2022.103084>

de la Cruz, M., Spanjol, J. (2022). *For-Profit Firms' Contribution to Society: A Strategic Orientation Perspective*. In Sonia Taneja (Ed.), *Proceedings of the Eighty-second Annual Meeting of the Academy of Management*. Online ISSN: 2151-6561. Best Paper Proceedings. <https://doi.org/10.5465/AMBPP.2022.195>

de la Cruz, M., & Spanjol, J. (2021). Social Value in Business: An Interdisciplinary Integrative Review, Typology, and Research Agenda. In Sonia Taneja (Ed.), *Proceedings of the Eighty-first Annual Meeting of the Academy of Management*. Online ISSN: 2151-6561. Best Paper Proceedings. <https://doi.org/10.5465/AMBPP.2021.113>

Spanjol, J., & **de la Cruz, M.** (2019). Innovating for Good—Wie Unternehmen ihren sozialen Mehrwert realisieren können. *OrganisationsEntwicklung. Zeitschrift für Unternehmensentwicklung und Change Management*, 2019(1), 24–31.

Tabatabai, S., **de la Cruz, M.**, & Vu, M. (2014). Produkte systematisch entwickeln. *Controlling and Management Review*, 58(4), 24–31.

Meisenzahl, J., **de la Cruz, M.**, & Vollerthun, A. (2006). Establishing a Verification and Validation Process in Automotive Development: Increasing Product Quality while Reducing Costs. *INCOSE International Symposium*, 16: 1134–1148. <https://doi.org/10.1002/j.2334-5837.2006.tb02801.x>

Peer-reviewed journal articles (under review)

de la Cruz Jara, M. F., Spanjol, J., & Welzenbach, L. Enacting Responsible Innovation: Insights from German Small- and Mid-Sized Firms – *Status: R&R, 2nd review at Journal of Product Innovation Management*

Book chapters

de la Cruz Jara, M. F., Spanjol, J. Gümüşay A. A. (to be published in 2026). Conceiving and enacting desirable futures through social entrepreneurship. In I. Qureshi, M. Ventresca, N. Slawinski, and S. Teasdale: *Handbook of Social Entrepreneurship*, Berlin, De Gruyter.

¹ Order of authorship for this article is reflective of entry dates into the project with first and second authors making equal contributions
April 2025 Dr. Marcelo F. de la Cruz Jara

Working papers

de la Cruz Jara, M. F., Spanjol, J., Qiu, Z., & Doppstadt, T. Sustainable product innovation under competing managerial attention foci: A strategic orientation perspective – *Status: Preparing submission at the Journal of Marketing*

Gurtner, N. & **de la Cruz Jara, M F.** Circular innovation: A theoretical framework – *Status: Data collection in progress*

de la Cruz Jara, M. F. Envisioning alternative Futures: How Do Entrepreneurs Innovate Business Models towards Social Value Creation? – *Status: Data collection in progress*

de la Cruz Jara, M F. Desirable, Feasible and Viable Futures: A Business Ethics and Design Thinking Perspective on Sustainable Consumption – *Status: Research design*

de la Cruz Jara, M F. A Retrospective View on Imagining (Sustainable) Futures: The German Case of the Business Confidence Index– *Status: Research design*

Other publications

de la Cruz Jara, M. F. (2024). What exactly does the concept of social value in business mean and entail? *LMU Munich School of Management Insights* 2024(1), 17–19

de la Cruz Jara, M. F., Graf, K., & Hofmann, Q. (2024). Wie Firmen mit generativer künstlicher Intelligenz die Innovationskraft verbessern können. *LMU Munich School of Management Insights* 2024(1), 12–15

de la Cruz Jara, M. F., & Doosry, L. (2023). Utopia or dystopia? A time travel to the future of the students at the LMU Munich School of Management. *LMU Munich School of Management Insights* 2023(1), 41–43

de la Cruz Jara, M. F., & Spanjol, J. (2021). Gesellschaftlicher Mehrwert durch gewinnorientierte Unternehmen – Mehr Klarheit für bessere Handlungsfähigkeit. *LMU Munich School of Management Insights* 2021(1), 8–9

Presentations

Peer-reviewed conference presentations

2025

Enacting Responsible Innovation: Insights from German Small- and Mid-Sized Firms. *The 3rd Annual Responsible Innovation & Entrepreneurship (RI&E) Conference*, San Francisco, USA, 2025 (with J. Spanjol & L. Welzenbach)

2024

Holistic Value Creation and Contesting Business Goals: A Strategic Orientation Perspective. *84th Annual Meeting of the Academy of Management*, Chicago, USA, 2024 (with T. Doppstadt & J. Spanjol)

Strategic orientation and holistic value creation: An empirical analysis of sustainable product innovation under competing managerial attention foci. *40th European Group for Organizational Studies Colloquium (EGOS), Sub-theme 66: Social Innovation at a Crossroads: Organizing and Collaborating for Shared Value*, University of Milan, Italy, 2024 (with T. Doppstadt & J. Spanjol)

Strategic Orientation and Holistic Value Creation: An Empirical Investigation of Product Innovation as the Effective Response to Contesting Business Goals. *31st Innovation and Product Development Management Conference (IPDMC)*, Trinity Business College, Ireland, 2024 (with T. Doppstadt & J. Spanjol) – **Best Student Paper**

Sustainable Product Innovation under Competing Managerial Attention Foci: A strategic Orientation Perspective. *2024 Workshop on the evolution of sustainable markets and innovation*, Technical University of Munich, Germany, 2024 (with T. Doppstadt & J. Spanjol)

2023

Strategic Social Value Orientation: A New Concept and Content-Analytic Measure. *83rd Scientific Meeting of the German Academic Association for Business Research (VHB)*, University of Frankfurt, Germany, 2023 (with J. Spanjol & T. Doppstadt)

Experimenting towards Impact-Oriented Futures: Temporal and Strategic Frame Tensions. PDW “Experimentation for Future-Making” (organized by Magistretti, S., Liedtka, J., and Dell’Era, C.). *83rd Annual Meeting of the Academy of Management*, Boston, USA, 2023 (with J. Spanjol)

For-Profit Firms' Contribution to Society: A Strategic Orientation Perspective. *30th Innovation and Product Development Management Conference (IPDMC)*, Politecnico di Milano, Italy, 2023 (with J. Spanjol & T. Doppstadt)

2022

The Global Reporting Initiative (GRI) and For-Profit Firms' Social Accountability: Systematic Literature Review and Future Research Priorities. *17th EIASM Interdisciplinary Conference on Intangibles and Intellectual Capital*, University of Messina and University of Ferrara, Italy, 2022 (with J. Spanjol)

Social Value in Business: An Interdisciplinary Integrative Review, Typology, and Research Agenda. *17th EIASM Interdisciplinary Conference on Intangibles and Intellectual Capital*, University of Messina and University of Ferrara, Italy, 2022 (with J. Spanjol)

Future-Making Practices in Innovation: A Conviction Narrative Perspective on Foresight. *American Marketing Association (AMA) Summer Academic Conference*, Chicago, USA, 2022 (with J. Rosa & J. Spanjol)

For-Profit Firms' Contribution to Society: A Strategic Orientation Perspective. *82nd Annual Meeting of the Academy of Management*, Seattle, USA, 2022 (with J. Spanjol) – **Best Paper**

Future-Making Practices in Innovation: A Conviction Narrative Perspective on Foresight. *82nd Annual Meeting of the Academy of Management*, Seattle, USA, 2022 (with J. Rosa & J. Spanjol)

Radical Innovators as Fortunetellers? A Conviction Narrative Perspective on Foresight. *Academy of Management Review (AMR) Idea Development Workshop in preparation for the Special Topic Forum (STF) on “Theorizing Time in Management and Organizations”*, virtual, 2022 (with J. Rosa)

Foresight in Innovation: Applying and Extending Conviction Narrative Theory. *29th Innovation and Product Development Management Conference (IPDMC)*, University of Hamburg, Germany, 2022 (with J. Rosa & J. Spanjol)

Business Model Innovation for Good – A Conviction Narratives Perspective. *Business and Society Research Seminar*, Audencia Business School, France, 2022

Applying Conviction Narratives to Business Model Innovation for Good. *Rutgers Institute for Corporate Social Innovation, Inclusive Impact Summit*, virtual, 2022

2021

Social Value in Business: An Interdisciplinary Integrative Review, Typology, and Research Agenda. *81st Annual Meeting of the Academy of Management*, virtual, 2021 (with J. Spanjol) – **Best Paper**

No need to read between the lines: Defining and measuring strategic social value orientation. *37th European Group for Organizational Studies Colloquium (EGOS), Sub-theme 21: Commensuration*

and Sustainability: Antecedents, Outcomes, and Processes of Social and Environmental Evaluation Schemes, Vrije Universiteit Amsterdam, Netherlands, virtual, 2021 (with J. Spanjol)

So What Exactly is Social Value in Business? An Interdisciplinary Integrative Review, Typology, and Research Agenda. *21st European Academy of Management Conference (EURAM)*, Université du Québec à Montréal, Canada, virtual, 2021 (with J. Spanjol)

Going beyond Financial and Customer Value: Defining and Measuring Strategic Social Value Orientation. *European Marketing Academy Conference (EMAC)*, ESIC Business & Marketing School, Spain, virtual, 2021 (with J. Spanjol)

Sustainability indices and their implications for innovation management. *28th Innovation and Product Development Management Conference (IPDMC)*, Politecnico di Milano, Italy, virtual, 2021 (with J. Spanjol)

Social Value in Business: An Interdisciplinary Integrative Review, Typology, and Research Agenda. *Business and Society Research Seminar*, University of Namur, Belgium, virtual, 2021 (with J. Spanjol)

2020

For-profit firms' contributions to society: An interdisciplinary review and directions for future research. *36th European Group for Organizational Studies Colloquium (EGOS), Sub-theme 37: Organizing for Responsibility: The Role of Ethics, Strategies and Capabilities in Contradictory Environments*, University of Hamburg, Germany, virtual, 2020 (with J. Spanjol)

How can for-profit firms' innovations contribute to society? A taxonomy and research agenda. *27th Innovation and Product Development Management Conference (IPDMC)*, KU Leuven, Belgium, virtual, 2020 (with J. Spanjol)

Beyond Customer Value: An Interdisciplinary Review of Societal Value Creation in For-Profit Firms and Directions for Future Research. *European Marketing Academy Conference (EMAC)*, Corvinus University of Budapest, Hungary, 2020 (with J. Spanjol) – Cancelled due to COVID19

2018

Towards a Framework for Evaluating the Societal Contribution of Innovation Initiatives. *Business and Society Research Seminar*, University of Mannheim, Germany, 2018

Invited presentations

Sustainable Food and Innovation Strategies. Invited presenter at the *Sino-German Research Conference on "Digital Transformation in China and Germany: Strategies, Structures, and Solutions for Ageing Societies"*, Schloss Thurnau, Bayreuth, Germany, 2024

Social Value in Business. Invited presenter at the *Sino-German Research Conference on "Corporate Strategies and Structure for Digital Transformation and Aging Society"*, Institute of Science and Development of the Chinese Academy of Science, China, 2023

Deciphering Social Value. Invited presenter at the *Munich Global Impact Sprint*, Co-Creation Conference, virtual, 2021

Social Impact Measurement: Die Hebel unserer Wirkung verstehen und maximieren. Invited expert at *HochsprungKonferenz*, Germany, 2019

Evaluating firm societal value creation: Explorations in innovation decision-making. Invited expert at the *Impact Valuation Roundtable*, Allianz Global Corporate & Specialty SE, Germany, 2019

How can companies evaluate their societal value creation? An application in innovation decision making. *Global Good Congress – 5th edition of GoodFestival*, École Polytechnique Fédérale de Lausanne (EPFL) Tech4Impact, Switzerland, 2018

Prosperity – Innovating for good. *Act for SDGs! Werde ein Changemaker für eine nachhaltige Zukunft, InnovationsGeist*, Ludwig-Maximilians-Universität (LMU) München, Germany, 2018

Integrating Societal Value Evaluation to Managerial Decision Making. Invited presenter at the *Business Model Innovation Summit, Robert Bosch GmbH*, Germany, 2018

Academic and Professional Services

Reviewing activities for journals

Reviewer for: Journal of Business Ethics (JBE), Journal of Product Innovation Management (JPIM, *completed certification program*), Journal of Business Research (JBR), Journal of Business Economics (JoBE), Schmalenbach Journal of Business Research (SBUR), International Journal of Innovation Studies (IJIS), Corporate Social Responsibility and Environmental Management (CSR-EM), Research-Technology Management, Junior Management Science Journal (JUMS)

Reviewing activities for conferences

Reviewer for: Academy of Management (AoM) annual meetings and specialized conferences (SIM and TIM Divisions), European Marketing Academy annual and regional conferences (EMAC), European Academy of Management annual conference (EURAM), Global Marketing Conference (GMC), PDMA Doctoral Dissertation Proposal Competition

Other activities

Chair and organizer of the Track “*Innovation in the Circular Economy*” at the JPIM Research Forum 2025, Chicago, USA, September 2025

Chair and organizer of the Track “*Innovations and Entrepreneurial Marketing*” at the World Marketing Congress of the Academy of Marketing Science, Dijon, Burgundy, France, July 2025

Chair and organizer of the Special Session “*Firm innovation strategies and behaviors at the intersection of responsibility and uncertainty: Perspectives from young scholars*” at the 2022 JPIM Research Forum, Orlando, USA, November 2022

Jury member Global Good Congress 2E by Roxbourg & GoodFestival (2019), European University Alliance for Global Health (EUGLOH) Social Entrepreneurship 4 Health School (2020, 2021), business plan competition from business@school by Boston Consulting Group (2021)

Member of the Fakultätsrat (LMU Munich School of Management), i.e., elected academic staff representative with advisory and voting capacity (also for professorship appointment and tenure procedures) at the LMU Munich School of Management between 2019 and 2021

Member of the graduate admission committee (LMU Munich School of Management) since 2023

Responsible person for the institute’s examination process (i.e., implementation and compliance with the LMU Munich School of Management’s examination regulations as well as coordination and controlling of undergraduate and graduate theses’ supervision and grading) since 2022

Funding and Grants

LMUexcellent Postdoc Support Fund	2024
LMU Munich School of Management	
€ 2,790 grant for open access publishing	

Grant for “summa cum laude” dissertations	2023
LMU Munich School of Management	
€ 500 grant for achieving a dissertation evaluated with <i>summa cum laude</i>	

Excellent: Mentoring Program for Junior Researchers

2022, 2023

LMU Munich School of Management

€ 2,000 funding per year for selected junior scholars pursuing an academic career

EXIST Potentiale (conceptual and project management contribution)

2019

German Ministry of Economic Affairs and Energy

~ € 1,300,000 funding for developing and implementing the Startup Impact Readiness Program (major applicant Prof. Dr. Jelena Spanjol)

Performance grant

2018, 2019

Ludwig-Maximilians-Universität (LMU) München

~ € 2,500 grant per year for outstanding performance (nominated by the academic supervisor and approved by the university's central human resources committee)

Teaching Experience*Students' feedback*

2025: "Great structure. Great lecturer. Dr. De la Cruz is very invested into the course. He provides coherent and strong feedback and really leads the group to great results."

2024: "I think that Marcelo was a great lecturer and had a great way of bringing us closer to the topic of serendipity and AI. I really enjoyed the extensive preparation and all of the interim presentations we had during the course. Marcelo was always there for questions and advice!"

2023: "We thank you for the great time and that we could learn so much through the interactive presentation process of our concept. We had a lot of fun during the time we spent together and we also got along very well as a group."

2022: "Marcelo did a very good job to motivate to work on this topic and gave really good advices for improvement. Great instructor with a lot of knowledge. At first the task seemed a bit confusing but after some time it became clear what was expected and it was cool to see how everything was linked together and started making sense after some time."

2021: "Marcelo, you are such an amazing mentor always caring so much about all of your students. There is nothing negative I could say about this seminar. I felt comfortable and well-informed all of the time and I never had a feeling of "being lost", even though the topic and the way we solved the tasks in the seminar was absolutely new to us."

2020: "Marcelo de la Cruz was a very professional, prepared and incredible seminar leader. His abilities, availability and support were exceptional."

*Bachelor courses (in-person, virtual and hybrid)***START with Business Modelling (lecture lead)**

Responsibilities: Preparation of teaching material and conduction of lectures, organizational set-up and management of the course, mainly training of tutors and acquisition of 60 start-ups

START with Business Modelling (tutorial lead)

Responsibilities: Set-up and management of the overall course (incl. 60 start-ups and in average 550 students), conduction of weekly tutorials, grading and final examination of students' presentations and business plans

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

Responsibilities: Instruction of students in scientific working, teaching and coaching of innovation management topics, final examination of students' presentations and

seminar theses

Managing the Front End of Innovation (tutorial lead)

Responsibilities: Instruction of students in innovation management basics through weekly tutorials aiming at practicing the lecture content, working on case studies and analyzing academic papers

Current Challenges in Innovation Management (seminar lead)

Responsibilities: Instruction of students in scientific working, teaching and coaching of innovation management topics, final examination of students' students' presentations and seminar theses

Master courses (in-person, virtual and hybrid)

Ambidexterity – Key to Surviving the Challenges of Today and Tomorrow (seminar lead)

Responsibilities: Set-up and management of the overall course in cooperation with an industry partner (Porsche Consulting Group), teaching the concept of ambidexterity, leading and coaching of students in developing the project results, final grading of students' project documentation

Innovating for Impact (seminar lead)

Responsibilities: Instruction of students in scientific working, teaching and coaching of innovation management topics, final examination of students' students' presentations and seminar theses

Social Entrepreneurship Lab: Scaling Impact (seminar lead)

Responsibilities: Supervision and coaching of students consulting social entrepreneurs, final grading of the project documentation. This course is a joined event by the Technical University of Munich and the University of Applied Sciences in Munich.

Term/ Course Name	Level	Type (Participants)	Evaluation^{1, 6}
<i>Summer 2025</i>			
START with Business Modelling	BSc	Lecture (40)/ Tutorial (20)	9.5/10 ⁷
<i>Winter 2024/ 2025</i>			
Innovating for Impact	MSc	Seminar (11)	9.1/10 ⁷
<i>Summer 2024</i>			
START with Business Modelling	BSc	Lecture (555)/ Tutorial (40)	8.5/10 ⁷
<i>Winter 2023/ 2024</i>			
Innovating for Organizational, Market, and Societal Impact	BSc	Seminar (16)	9.2/10 ⁷
<i>Summer 2023</i>			
START with Business Modelling	BSc	Lecture (520)	n/a
<i>Winter 2022/ 2023</i>			
Innovating for Organizational, Market, and Societal Impact	BSc	Seminar (18)	4.4/5 ³
Managing the Front End of Innovation	BSc	Tutorial (99)	n/a
<i>Summer 2022</i>			
START with Business Modelling	BSc	Lecture (609) ² / Tutorial (40)	5.0/5 ⁴
<i>Winter 2021/ 2022</i>			
Innovating for Impact	MSc	Seminar (8)	4.7/5 ³
<i>Summer 2021</i>			
START with Business Modelling	BSc	Lecture (517) ² / Tutorial (40)	4.5/5 ⁴
<i>Winter 2020/ 2021</i>			
Innovating for Impact	MSc	Seminar (10)	4.7/5 ³

Term/ Course Name	Level	Type (Participants)	Evaluation ^{1, 6}
<i>Summer 2020</i>			
START with Business Modelling	BSc	Lecture (582) ² / Tutorial (40)	4.4/5 ³
<i>Winter 2019/ 2020</i>			
Ambidexterity in the Automotive Industry	MSc	Seminar (7)	4.8/5 ⁵
<i>Summer 2019</i>			
Innovating for Impact	MSc	Seminar (14)	4.5/5 ⁵
START with Business Planning	BSc	Lecture (552) ² / Tutorial (40)	4.9/5 ⁴
<i>Winter 2018/ 2019</i>			
Innovating for Impact	MSc	Seminar (4)	n/a
Social Entrepreneurship	MSc	Seminar (30)	n/a
Innovating for Organizational, Market, and Societal Impact	BSc	Seminar (15)	5.0/5 ⁵
<i>Summer 2018</i>			
Innovating for Impact	MSc	Seminar (12)	4.3/5 ⁵
START with Business Planning	BSc	Lecture (545) ² / Tutorial (40)	4.8/5 ⁴
Current Challenges in Innovation Management	BSc	Seminar (10)	4.8/5 ⁵
<i>Winter 2017/ 2018</i>			
Innovating for Organizational, Market, and Societal Impact	BSc	Seminar (10)	4.7/5 ⁴

¹ Average evaluating according to following rating scale: from worst (1=fully disagree or not at all likely) to best (5=fully agree or extremely likely)

² Set-up/ management of overall course (obligatory core course for students in the 2nd semester)

³ "How do you rate this course overall?"

⁴ "The lecturer cares about the learning success of the participants"

⁵ "I would attend further seminars offered by the seminar leader(s)"

⁶ New evaluation scale introduced in 2023. Average evaluating according to following rating scale: from worst (1=not at all likely) to best (10=extremely likely)

⁷ "I would recommend this lecturer to others"

Theses supervision

Bachelor and Master in business administration (since 2017)

Master in industrial engineering (2017) and **mechanical engineering** (2004, 2005)

Teaching skills development

Participation in the **19th Annual Global Business Ethics Teaching Workshop** (Bentley University, Hoffman Center for Business Ethics) facilitated by Jill Brown (Bentley University), Jeff Moriarty (Bentley University), Nien-hê Hsieh (Harvard Business School), Jessica Flannigan (University of Richmond), Jennifer Kish-Gephart (University of Massachusetts), Harry Van Buren (University of Tennessee)

Participation in courses offered by the **teaching qualification center (PROFiL)** of the Ludwig-Maximilians-Universität (LMU) München: body language and presence on stage, designing inclusive teaching units, emotional intelligence in the classroom, using digital tools in teaching, supervising PhDs, civil/moral courage in class, using artificial intelligence in teaching

Skills

Languages: Spanish (native), German (native), English (fluent), Italian (basic), French (basic)

Software: Python, SmartPLS, Qualtrics, MATLAB, STATA, Moodle

Awards and Recognitions

Thomas Hustad Best Student Paper Award (IPDMC) Innovation & Product Development Management Conference Best paper (co-authored) selected by the Conference Board.	2024
William C. Frederick Best Dissertation Award Runner-up (AoM) Academy of Management, Social Issues in Management Division In recognition of the dissertation "Social Value in Business: An Innovation Strategy Perspective". The award recognizes an exemplary thesis relevant to the SIM division content areas in terms of its relevance to the domain, the significance of its contribution, the adequacy of its literature review, conceptual development, methodological appropriateness, and presentation style.	2023
SIM Division Best Student Paper Award Runner-up (AoM) Academy of Management, Social Issues in Management Division In recognition of the fine quality of the presented paper "For-Profit Firms' Contribution to Society: A Strategic Orientation Perspective."	2022
SIM Division Best Student Paper Award Runner-up (AoM) Academy of Management, Social Issues in Management Division In recognition of the fine quality of the presented paper "Social Value in Business: An Interdisciplinary Integrative Review, Typology, and Research Agenda."	2021
Awardee of the PAD (Paedagogischer Austauschdienst) Standing Conference of the Ministers of Education and Cultural Affairs in the Federal Republic of Germany International Awardee Program for outstanding school achievements to promote education of foreign students in the German language.	1995