

CURRICULUM VITAE

Benedikt David Christian Seigner

Ludwig Maximilian University of Munich
LMU Munich School of Management
Institute for Strategy, Technology, and Organization
Kaulbachstraße 45 | Room 213
80539 Munich, Germany

Phone: +49 (0) 89 / 2180 6791
e-mail: b.seigner@lmu.de
web: en.isto.bwl.uni-muenchen.de

ACADEMIC POSITIONS

since 09/2023 **IE Business School, Madrid, Spain**
Entrepreneurship Department
Assistant Professor

04/2022 – 08/2023 **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 (*summa cum laude*)
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

Entrepreneurship, Strategic Management, Stereotypes, Platforms, Text Analysis

RESEARCH PAPERS

Published:

- Seigner, B. D. C.**, & Milanov, H. (2023). Mirror, mirror—A gendered lens on female entrepreneurs' facial attractiveness in reward-based crowdfunding. *Journal of Business Venturing Insights*, 20, e00399. <https://doi.org/10.1016/j.jbvi.2023.e00399>
- Seigner, B. D. C.**, Milanov, H., Lundmark, E., & Shepherd, D. A. (2023). Tweeting like Elon? Provocative language, new-venture status, and audience engagement on social media. *Journal of Business Venturing*, 38(2), 106282. <https://doi.org/10.1016/j.jbusvent.2022.106282>
- Seigner, B. D. C.**, Milanov, H., & McKenny, A. F. (2022). Who can claim innovation and benefit from it? Gender and expectancy violations in reward-based crowdfunding. *Strategic Entrepreneurship Journal*, 16(2), 381–422. <https://doi.org/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*, 17, e00301. <https://doi.org/10.1016/j.jbvi.2021.e00301>

In Progress:

- Seigner, B. D. C.** & Reetz, D. K. Age bias in crowdfunding (*under review at Journal of Business Venturing*) | Title is redacted to maintain the integrity of the blind review process.
- Seigner, B. D. C.**, Roßmann, V. & Kretschmer, T. Near Is My Shirt, but Nearer Is My Skin—Evaluator Panel Selection and Biases in Competitive Dancing (Field Data—Data Collection)
- Seigner, B.D.C.** & Kretschmer, T. Employee Engagement in Intra-organizational Platforms, (Field Data & Field Experiment—Data Collection)

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
[1] Lundmark, E., Milanov, H., & **Seigner, B.** "Turning the Lens on Ourselves: A Quantitative Assessment of the Discursive Practices in Leading Entrepreneurship Journals"
[2] **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

PROFESSIONAL SERVICE

Ad-Hoc Reviewer for (in alphabetical order):

Entrepreneurship Theory and Practice, *Journal of Alternative Finance*, *Journal of Business Venturing*, *Journal of Business Venturing Insights*, *Journal of Strategy and Management*, *Schmalenbach Journal of Business Research*, *Strategic Organization*

Academy of Management Annual Meeting (ENT), *European Conference on Information Systems*

PROFESSIONAL MEMBERSHIPS

Academy of Management, *Strategic Management Society*

TEACHING EXPERIENCE

Co-developer and (Single) Lecturer:

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

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 course consists of interactive teaching and individual mentoring of students' 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)

Frontiers in Strategy Research (elective, M.A. & Ph.D. @LMU)

This seminar is a full-semester-length course that introduces Management students to develop their research ideas at the frontiers of current topics with the strategy literature. Class size is capped at 20 because the courses consist of interactive teaching and individual mentoring of student teams.

In class: Winter 2023 (No Statistical Evaluation)

Quantitative Data Analysis (elective, B.A. @LMU)

This seminar is a full-semester-length course that teaches Ph.D. students quantitative data analysis using Python. The course consists of a two-day kick-off. Here, they are introduced to the general topic and are provided with a web-crawled dataset and research questions which serve as a basis for them crafting individual quantitative research papers, including a sound empirical analysis. Class size is capped at 20 because the courses consist of interactive teaching and individual mentoring of student teams.

In class: Winter 2023 (No Statistical Evaluation)

Data Science with DataCamp (elective, Ph.D. @LMU)

This seminar is a full-semester-length course that teaches Ph.D. students data science with Python. The course consists of a kick-off, after which students independently work on various courses on the online learning platform DataCamp.

In class: Summer 2022 (No Statistical Evaluation), Winter 2023 (No Statistical Evaluation), Summer 2023 (No Statistical Evaluation)

Data Crawling (elective, Ph.D. @LMU)

This Ph.D. seminar is a three-day course. Student teams are introduced to the general topic and are mentored to independently write scripts to crawl data from the internet using Python (e.g., using *Beautiful Soup*).

In class: Summer 2022 (No Statistical Evaluation)

Presentation and Reports (compulsory, Ph.D. @LMU)

This Ph.D. course spans multiple semesters. The course consists of a kick-off that introduces students to the academic review process and the art of writing a good review. After this event, students independently attend several research talks by renowned international scholars and hand in a referee report of a work-in-progress manuscript.

In class: Winter 2023 (No Statistical Evaluation), Summer 2023 (No Statistical Evaluation)

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

This workshop-based course is for Ph.D. students from all faculties, such as Management, Medicine, or Informatics. Seminars are conducted in an immersive way over three full days. They are practice-oriented and aim to inspire students' interest in entrepreneurship. 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. @TUM & @LMU)

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. 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 vehicle development at *BMW*.

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

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

OTHER SKILLS

Software: Stata, Python, R, Linguistic Inquiry and Word Count, Microsoft Office

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

REFERENCES & MENTORS

Prof. Tobias Kretschmer, Ph.D.

Ludwig Maximilian University of Munich
t.kretschmer@lmu.de

Prof. Hana Milanov, Ph.D.

Technical University of Munich
hana.milanov@tum.de

Prof. Dr. Oliver Alexy

Technical University of Munich
o.alexey@tum.de

Prof. Aaron McKenny, Ph.D.

Indiana University
amckenny@iu.edu