

# Curriculum Vitae

*Prof. Dr. Reinhard Prügl*

Head of Friedrichshafen Institute for Family Entrepreneurship (FIF)  
Academic Director of Executive Master for Family Entrepreneurship (eMA FESH)  
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## **Dr. Reinhard Prügl**

(born on December 2, 1976 in Mistelbach, Austria)

### **Education**

10/2010	Full Professorship (tenure) at Zeppelin University Friedrichshafen   Lake Constance, Germany
10/2008	Junior Professorship (tenure track) at Zeppelin University Friedrichshafen   Lake Constance, Germany
03/2006	Doctoral degree from WU Vienna (Entrepreneurship and Innovation Management, Supervisors: Prof. Dr. Nik Franke, Prof. Dr. Alfred Taudes, summa cum laude)
1997 – 2002	Studies at WU Vienna and Universidad de Cádiz
1992 – 1996	Technical College (Mechanical engineering)

### **Professional experience**

10/2010 to present	Head of the Friedrichshafen Institute for Family Entrepreneurship   FIF (Zeppelin University Friedrichshafen   Lake Constance, Germany)
10/2010 to present	Academic Director of the Executive Master for Family Entrepreneurship   eMA FESH (Zeppelin University Friedrichshafen   Lake Constance, Germany)
10/2008 to present	Chair of Innovation, Technology and Entrepreneurship   CITE (Zeppelin University Friedrichshafen   Lake Constance, Germany)
11/2007 – 10/2008	Visiting Scholar/Post-Doc, Institute for Strategic Management and Marketing (University of Innsbruck School of Management, Austria)
05/2006, 10/2007	Visiting Scholar MIT Sloan School of Management (with Prof. Eric von Hippel, United States)
04/2006 – 01/2008	Post-Doc, Institute for Entrepreneurship and Innovation   E&I (WU Vienna, Austria)
2002 - 2006	Research and teaching assistant, Institute for Entrepreneurship and Innovation   E&I (WU Vienna, Austria)

### ***Honors and Awards: Research***

- Best Contribution to Practice Award (IFERA 2024), together with Frank Ilg and Maximilian Lude, International Family Enterprise Research Academy (IFERA), 2024
- Best Paper on Conference Theme Award (IFERA 2023), together with Clemens Krüger and Laura Bechthold, International Family Enterprise Research Academy (IFERA), 2023
- Best Entrepreneurship Conference Paper Award (IFERA 2022), together with Miriam Förch and Dinah Spitzley, International Family Enterprise Research Academy (IFERA), 2022
- EURAM Honorary Award for Service as Head of Strategic Interest Group Family Business Research, 2017
- Best Overall Conference Paper Award (IFERA 2017), together with Maximilian Lude and Robin Porth, International Family Enterprise Research Academy (IFERA), 2017
- Best Paper Award (SIG Family Business Research EURAM 2015), together with Susanne Beck, Strategic Interest Group Family Business Research at European Academy of Management (EURAM), 2015
- Best Paper Award Runner-up (IFERA 2015), ROLESKI Best Family Systems Constructs Research Paper/ Case Award, together with Susanne Beck, International Family Enterprise Research Academy (IFERA), 2015
- Best Paper Award Runner-up, together with Jana Hauck (FIF) / Julia Süß-Reyes (WU Wien) / Susanne Beck (FIF) / Hermann Frank (WU Wien), EIASM 11th Workshop on Family Firm Management, 2015
- Best Paper Award (SIG Family Business Research EURAM 2015), together with Jana Hauck (FIF) / Julia Süß-Reyes (WU Wien) / Susanne Beck (FIF) / Hermann Frank (WU Wien), Strategic Interest Group Family Business Research der European Academy of Management (EURAM), 2015
- Best Paper Award, IFERA Research Development Workshop Vienna, 2014, for the paper ‘Innovation activities during Leadership succession: An empirical study from a Socio-Emotional Wealth perspective’ (together with Jana Hauck, Zeppelin University Friedrichshafen)
- Christer Karlsson Best Conference Paper Award Runner-up, International Product Development Management Association (PDMA) Conference 2009, for the paper ‘Systematic Identification of problem solvers from analogous markets: an empirical exploration of the potential of the search method ‘Pyramiding’’ (together with Marion Poetz, Copenhagen Business School)

- Rudolf-Sallinger-Award for Doctoral Thesis, 2006 (Special Award for Outstanding Research, not awarded every single year dependent on applications)
- Best Paper Award, American Marketing Association (AMA) Summer Conference, Track New Product Development, Product Management and Entrepreneurship for the paper 'Efficient Identification of Lead Users: Screening vs. Pyramiding' (with Eric von Hippel and Nikolaus Franke), 2005
- Best Scientific Paper Award (with Marion Poetz), EDAMBA competition, 2004
- WU Vienna Best Paper Award 2005 and 2007
- Research Fellowship 'Österreichische Forschungsgemeinschaft', 2004

### ***Honors and Awards: Teaching***

- Best Teaching Award Runner-up, Zeppelin University Friedrichshafen, 2015, 2016, 2017
- Best Teaching Award, Zeppelin University Friedrichshafen, 2010
- Award for Innovative Teaching, WU Vienna, 2002

### **Reviewer activities for journals and conferences**

- Family Business Review (FBR)
- Journal of Family Business Strategy (JFBS)
- Journal of Family Business Management (JFBM)
- Journal of Small Business Management (JFBM)
- Journal of Management Studies (JMS)
- Entrepreneurship Theory & Practice (ETP)
- Long Range Planning (LRP)
- Organization Studies (OrgStud)
- Review of Managerial Science (RMS)
- Research Policy (ResPol)
- Journal of Product Innovation Management (JPIM)
- R&D Management Journal (RDMJ)
- California Management Review (CMR)
- Small Business Economics (SBE)
- Academy of Management Conference (AoM, TIM and ENT Division)
- European Academy of Management Conference (EURAM)
- International Family Enterprise Research Academy Conference (IFERA)

## Editorial Board Membership

- Journal of Family Business Strategy (JFBS, 2015 - ongoing)
- Zeitschrift für Familienunternehmen und Strategie (FuS, 2012 - ongoing)

## Key Publications

Jaufenthaler, Philipp; Koll, Oliver; Lude, Maximilian; **Prügl, Reinhard**: Country differences in family firm reputation: an exploration in Germany, India, and the United States. *Family Business Review*, 2023; 36 (4), 352-374.

Halder, Annika, **Prügl, Reinhard**, Kraiczy, Nils, & Hack, Andreas: The family factor: How collaborative dialogue between owner managers and the owner family shapes firm-level outcomes. *Journal of Small Business Management*, 2023; 61 (4), 1411-1450.

Lude, Maximilian; **Prügl, Reinhard**; Rauschendorfer, Natalie: Who let the dogs out? How underdog biographies told by family firms affect consumers' brand attitude, *Journal of Product & Brand Management* 2023; 32 (5), 774-787.

Rauschendorfer, Natalie; **Prügl, Reinhard**; Lude, Maximilian: Love is in the air. Consumers' perception of products from firms signaling their family nature, *Psychology & Marketing*, 2022; 39 (1), 239-249.

Hahn, Davide; Spitzley, Dinah Isabel, Brumana, Mara; Ruzzene, Attilia; Bechthold, Laura; **Prügl, Reinhard**, & Minola, Tommaso: Founding or succeeding? Exploring how family embeddedness shapes the entrepreneurial intentions of the next generation. *Technological Forecasting and Social Change*, 2021; 173: 121182.

Rauschendorfer, Natalie, **Prügl, Reinhard**, & Lude, Maximilian: Love is in the air. Consumers' perception of products from firms signalling their family nature. *Psychology & Marketing*, 2021; 62: 185–193.

**Prügl, Reinhard**, Spitzley, Dinah: Responding to Digital Transformation by External Corporate Venturing: An Enterprising Family Identity and Communication Patterns Perspective. *Journal of Management Studies*, 2021; 58 (1), 135-164.

Nadkarni, Swen, **Prügl, Reinhard**: Digital Transformation: Literature Review and Future Research Opportunities. *Management Review Quarterly*, 2021; 71 (2): 233-341.

Lude, Maximilian, **Prügl, Reinhard**: Experimental Designs in Family Business Research. *Journal of Family Business Strategy*, 2021; 12 (1): 100361.

Beck, Susanne, **Prügl, Reinhard**, Katharina Walter: Communicating the Family Firm Brand: Antecedents and performance effects. *European Management Journal*, 2020; 38 (1): 95-107.

Binz Astrachan, Claudia, **Prügl, Reinhard**, Hair, Joseph, Babin, Barry: Marketing and branding in family business: Assessing the landscape and charting a path forward. *Journal of Family Business Strategy*, 2019; 10 (1): 3-7.

Lude, Maximilian, **Prügl, Reinhard**: Risky Decisions and the Family Firm Bias: An Experimental Study based on Prospect Theory. *Entrepreneurship: Theory & Practice*, 2019; 43 (2): 386-408.

Beck, Susanne, **Prügl, Reinhard**: Family Firm Reputation and Humanization: Consumers and the Trust Advantage of Family Firms under Different Conditions of Brand Familiarity. *Family Business Review*, 2018; 31(4): 460-482.

Lude, Maximilian, **Prügl, Reinhard**: Why the family business brand matters: Brand authenticity and the family firm trust inference. *Journal of Business Research*, 2018; 89 (August): 121-134.

Binz Astrachan, Claudia, Botero, Isabel C., Astrachan, Joe H., **Prügl, Reinhard**: Branding the family firm: A review, integrative framework proposal, and research agenda. *Journal of Family Business Strategy*, 2018; Jg. 9 (1): 3-15.

Prexl, Katja-Maria, Hubert, Marco, Beck, Susanne, Heiden, Christian, **Prügl, Reinhard**. Identifying and analyzing the drivers of heterogeneity among ecosystem builder accelerators. *R&D Management*, 2018; 49 (November): 624–638.

Kahlert, Christoph, Botero, Isabel C., **Prügl, Reinhard**: Revealing the family: Effects of family firm image in the recruiting market in Germany. *Journal of Family Business Management*, 2017; Jg. 7(1): 21–43.

Hauck, Jana, Süß-Reyes, Julia, Beck, Susanne, Frank, Hermann, **Prügl, Reinhard**: Measuring Socioemotional Wealth in Family-owned and -managed Firms: A Validation and Short Form of the FIBER Scale. *Journal of Family Business Strategy*, 2016; Jg. 7 (3), 133-148.

Hauck, Jana, **Prügl, Reinhard**: Familien-Unternehmergeist über Generationen: Welche Rolle spielt Innovation während der Phase der Führungsübergabe/-nachfolge in Familienunternehmen? *Zeitschrift für Familienunternehmen und Strategie (FuS)*, 2015; Jg. 2015 (1): 9-15.

Hauck, Jana, Süß-Reyes, Julia, Beck, Susanne, **Prügl, Reinhard**, Frank, Hermann: Socioemotional Wealth: Validating and Re-Defining the FIBER Scale, *Academy of Management Proceedings*, 2015; Jg. 2015 (1) (online): 14904-14904.

Mietzner, Mark, **Prügl, Reinhard**, von Gilsa, Philipp: Corporate Acquisitions and Family Control, *Academy of Management Proceedings*, 2015; Jg. 2015 (1) (online): 16976-16976.

Beck, Susanne, **Prügl, Reinhard**: Being Perceived as a Family Firm and New Product Acceptance: An Empirical Analysis, *Academy of Management Proceedings*, 2015; Jg. 2015 (1) (online): 14202-14202.

Hauck, Jana, **Prügl, Reinhard**: Innovation activities during Leadership succession: An empirical study from a Socio-Emotional Wealth perspective. *Journal of Family Business Strategy*, 2015; Jg. 6 (2): 104-118.

Stampfl, Georg, **Prügl, Reinhard**, Osterloh, Vincent: An Exploratory Model of Business Model Scalability. *International Journal of Product Development* 18 (3/4): 226-248, 2013.

Stampfl, Georg, **Prügl, Reinhard**, Koners, Ursula: Innovation am Geschäftsmodell als Chance für Familienunternehmen? *Zeitschrift für Familienunternehmen und Strategie (FuS)*, 2013 (5): 167-173.

Linzmajer, Marc, Hauck, Jana, Hubert, Marco, **Prügl, Reinhard**: Who is the brand creator? The effect of different brand biographies on the perception of brand personality, *Advances in Consumer Research*, 2012 (40) (online): 1131-1131.

**Prügl, Reinhard**: Innovationsfähigkeit von Familienunternehmen. *Zeitschrift für Familienunternehmen und Strategie (FuS)* 2 (5): 165-169, 2012.

Baumhauer, Jon, Böniger, Christoph, **Prügl, Reinhard**, von Schlippe, Arist: Das Management eines großen Gesellschafterkreises. *Zeitschrift für Familienunternehmen und Strategie (FuS)* 1 (3): 113-121, 2011.

**Prügl, Reinhard**: Deutschlands nächste Unternehmergegeneration. *Zeitschrift für Familienunternehmen und Strategie (FuS)* 1 (1): 26-27, 2011.

Poetz, Marion, **Prügl, Reinhard**: Crossing domain-specific boundaries in search of innovation: Exploring the potential of 'Pyramiding'. *Journal of Product Innovation Management* 27: 897-914, 2010.

Keinz, Peter, **Prügl, Reinhard**: A User Community-Based Approach to Leveraging Technological Competences: An Exploratory Case Study of a Technology Start-Up from MIT. *Creativity and Innovation Management* 19 (3): 269-289, 2010.

Von Hippel, Eric, Franke, Nikolaus, **Prügl, Reinhard**: 'Pyramiding': Efficient search for rare subjects. *Research Policy* 38: 1397-1406, 2009.

Schreier, Martin, **Prügl, Reinhard**: Extending Lead User Theory: Antecedents and Consequences of Lead Userness. *Journal of Product Innovation Management* 25 (4): 331-346, 2008.

Schreier, Martin, Oberhauser, Stefan, **Prügl, Reinhard**: Lead users and the adoption and diffusion of new products: Insights from two extreme sports communities. *Marketing Letters* 18 (1-2): 15-30, 2007.

**Prügl, Reinhard**, Schreier, Martin: Learning from leading-edge customers at The Sims: Opening up the innovation process using toolkits. *R&D Management*, 36 (3): 237-250, 2006.

Lüthje, Christian, **Prügl, Reinhard**: Preparing business students for cooperation in multi-disciplinary new venture teams: Empirical insights from a business planning course. *Technovation* 26 (2): 211-219, 2006.

#### Dissertation

**Prügl, Reinhard**. 2006. Die Identifikation von Personen mit besonderen Merkmalen: eine empirische Analyse zur Effizienz der Suchmethode 'Pyramiding'. Dissertation, Wirtschaftsuniversität Wien (Großer Rudolf-Sallinger-Preis 2006, betreut von Prof. Dr. Nik Franke und Prof. Dr. Alfred Taudes).