

PROF. DR. MARC GRUBER

Full Professor, College of Management of Technology
Chair of Entrepreneurship and Technology Commercialization
École Polytechnique Fédérale de Lausanne (EPFL)
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I. EDUCATIONAL BACKGROUND

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| 2005 | Privatdozent (PD), Habilitation, University of Munich (LMU) |
| 2000 | Dr. oec., University of St. Gallen (HSG) |
| 1995 | Lic. oec., University of St. Gallen (HSG) |

II. POSITIONS

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|-------------|---|
| 2017 - | École Polytechnique Fédérale de Lausanne (EPFL), Lausanne
Vice President for Innovation (VPI) |
| 2005 - | École Polytechnique Fédérale de Lausanne (EPFL), Lausanne
Assistant Professor (2005-2008), Associate Professor (2008-2010), Full Professor (since 2011) |
| 2015 - | Imperial College London, Business School
Visiting Professor (2015-2018) |
| 2004 | Wharton School, University of Pennsylvania, Philadelphia
Visiting Scholar (Fall Term) |
| 2000 - 2005 | University of Munich (LMU), Munich School of Management
Institute of Innovation Research, Technology Management & Entrepreneurship (Prof. D. Harhoff, Ph.D.), Founding Manager, ODEON Center for Entrepreneurship (LMU) |
| 1999 | Wharton School, University of Pennsylvania, Philadelphia
Visiting Scholar, and Ph.D. Student (visiting) in the Management Department |
| 1995 - 1998 | University of St. Gallen (HSG)
Ph.D. Student and Research Assistant |

III. EDITORIAL ACTIVITIES & MEMBERSHIPS

Editorships

- Deputy Editor: Academy of Management Journal (AMJ), 2017-2020
- Associate Editor: Academy of Management Journal (AMJ), 2013-2016
- Co-Editor: Frontiers of Entrepreneurship Research, 2009-2013

Editorial Review Board Membership

- Academy of Management Journal (AMJ), since 2010
- Journal of Business Venturing (JBV), since 2009
- Entrepreneurship Theory & Practice (ET&P), 2009-2013
- Zeitschrift für Klein- und Mittelunternehmen & Entrepreneurship, since 2003

Other Activities

- Swiss National Science Foundation (SNSF): Member of the Research Council, 2015-2016

IV. PUBLICATIONS

A. Research Interests:

Entrepreneurship, Technology Commercialization, Innovation and Technology Management, Strategic Management

B. Articles in Refereed Journals:

Published / forthcoming:

- (21) Entrepreneurial Behavior: A Reconceptualization and Extension based on Identity Theory (with MacMillan, I.C.), Strategic Entrepreneurship Journal, 2017, 271-286.
- (20) The open innovation research landscape: Established perspectives and emerging themes across different levels of analysis (with Bogers et al.), 2017, Industry & Innovation, 8-40.
- (19) R&D Team Diversity and Performance in Hypercompetitive Environments (with Hoisl, K., Conti, A.), Strategic Management Journal, 2017, 1455-1477.
- (18) Measuring the Social Identity of Entrepreneurs: Scale Development and International Validation (with Sieger, P., Fauchart, E., Zellweger, Th.), forthcoming: Journal of Business Venturing, 2016: 542-572
- (17) What is an Attractive Business Opportunity? An Empirical Study of Opportunity Evaluation Decisions by Technologists, Managers and Entrepreneurs (with Kim, S.M., Brinckmann, J.), Strategic Entrepreneurship Journal, No. 3/2015: 205-225.
- (16) The Effects of Opportunities and Founder Experience on New Firm Performance (with Dencker, J.), Strategic Management Journal, No. 7/2015:1035-1052.
- (15) Knowledge Recombination across Technological Boundaries: Scientists versus Engineers (with Harhoff, D., Hoisl, K.), Management Science, No.4/2013, pp. 837-851.
 - *“Jürgen Hauschildt Award” for the Best Paper in Innovation Management, TIE Commission, VHB, 2012.*
- (14) Escaping the Prior Knowledge Corridor: What shapes the Number and Variety of Market Opportunities identified before Market Entry of Technology Start-ups? (with MacMillan, I.C., Thompson, J.D.), Organization Science, No. 1/2013, pp. 280-300.
- (13) From Minds to Markets: How Human Capital Endowments Shape Market Opportunity Identification of Technology Start-ups (with MacMillan, I.C./Thompson, J.D.), Journal of Management, No. 5/2012, pp. 1421-1449.
- (12) Darwinians, Communitarians and Missionaries: The Role of Founder Identity in Entrepreneurship (with Fauchart, E.), Academy of Management Journal, No. 5/2011, pp. 935-957.
 - *“Thought Leader Award” of the Entrepreneurship Division at the Academy of Management 2012*
 - *Finalist: Organization and Management Theory Best Published Paper Award 2012.*
 - *“Jürgen Hauschildt Award” for the Best Paper in Innovation Management, TIE Commission, VHB, 2011.*

- (11) “In Pursuit of the Real Deal” – A Longitudinal Study of VC Decision Making (with Petty, J.), Journal of Business Venturing, No. 2/2011, pp. 172-188.
- “Irene M. McCarthy Award” for the Best Paper on the Topic of High Technology, Babson College Entrepreneurship Research Conference 2009
- (10) Configurations of Resources & Capabilities and their Performance Implications: An Exploratory Study on Technology Ventures (with Heinemann, F./Brettel, M./Hungeling, S.), Strategic Management Journal, No. 12/2010, pp. 1337-1356.
- Best Paper Award Innovation Management, 3rd prize, European Business School 2011
 - Stephan Schrader Munich Best Paper Award for Entrepreneurship Studies 2011.
- (9) Exploring the Origins of Organizational Paths: Empirical Evidence from Newly Founded Firms, Journal of Management, No. 5/2010, pp. 1143-1167.
- (8) Individual and Opportunity Factors Influencing Job Creation in New Firms (with Dencker, J.C./Shah, S.K.), Academy of Management Journal, No. 6/2009, pp. 1125–1147.
- “Thought Leader Award” of the Entrepreneurship Division at the Academy of Management 2010
 - All-Academy Carolyn Dexter Award for the Best International Paper, Finalist (Top 4), Academy of Management 2008
 - Reprinted in D.A. Shepherd/D. Grégoire (Eds.) *Entrepreneurial Opportunity, The International Library of Entrepreneurship*, Edward Elgar Publishing 2012.
- (7) Pre-Entry Knowledge, Learning & the Survival of New Firms (with Dencker, J.C./Shah, S.K.), Organization Science, No. 3/2009, pp. 516-537.
- (6) Look before you Leap: Market Opportunity Identification in Emerging Technology Firms (with MacMillan, I.C./Thompson, J.D.), Management Science, No. 9/2008, pp. 1652 - 1665.
- “Thought Leader Award” of the Entrepreneurship Division at the Academy of Management 2009
 - “Gerald E. Hills Best Paper Award” of the American Marketing Association, Entrepreneurial Marketing Interest Group 2014
 - “Best Paper Award Innovation Management”, European Business School 2009
- (5) Venture Capitalists’ Evaluations of Start-up Teams: Trade-offs, Knock-out Criteria, and the Impact of VC Experience (with Franke, N./Harhoff, D./Henkel, J.), Entrepreneurship Theory & Practice, No. 5/2008, pp. 459-483.
- Reprinted in M. Wright/I. Vanaelst (Eds.), *Entrepreneurial Teams and New Business Creation, The International Library of Entrepreneurship*, Edward Elgar Publishing, 2009.
- (4) Uncovering the Value of Planning in New Venture Creation – A Process and Contingency Perspective, Journal of Business Venturing, No. 6/2007, pp. 782-807.
- Reprinted in D. Kuratko/M. Morris (Eds.), *Entrepreneurial Leadership, The International Library of Entrepreneurship*, Edward Elgar Publishing, 2013.
- (3) “What you are is what you like” – Similarity Biases in Venture Capitalists’ Evaluations of Start-up Teams (with Franke, N./Harhoff, D./Henkel, J.), Journal of Business Venturing, No. 6/2006, pp. 802-826.

- (2) New Ventures based on Open Innovation – an Empirical Analysis of Start-up Firms in Embedded Linux (with Henkel, J.), International Journal of Technology Management (IJTM), No. 4/2006, pp. 356-372.
- (1) Research on Marketing in Emerging Firms: Key issues and Open Questions, International Journal of Technology Management (IJTM), No. 5-6/2003, pp. 600-620.

Refereed Best Paper Conference Proceedings:

- (5) How Experience Shapes the Subjective Evaluation of Opportunities (with Brinckmann, J., Kim, S.M.), Frontiers of Entrepreneurship Research, 2010, Vol. 30, pp. 285-299.
- (4) “This Deal is Dead!” A Longitudinal Study of VC Decision Making (with Petty, J.), Frontiers of Entrepreneurship Research, 2009, Vol. 29, pp. 85-99.
- (3) Individual, Organizational and Environmental Drivers of Job Creation in New Firms (with Dencker, J.C./Shah, S.K.), Best Paper Proceedings of the Academy of Management, 2008.
- (2) Knowledge Acquisition Activities, Prior Knowledge and Experience & the Survival of New Firms (with Dencker, J./Shah, S.), Frontiers of Entrepreneurship Research, 2007. Vol. 27, Article 2.
- (1) Process Matters: Empirical Evidence on the Value of Marketing Planning in VC-backed Startups, Best Paper Proceedings of the Academy of Management, 2005.

Published (Refereed German Journals):

- (9) “Die Kunst, die Zukunft zu erfinden” – Theoretische Erkenntnisse und empirische Befunde zum Einsatz des Corporate Foresight in deutschen Grossunternehmen (with Venter, C.), Zeitschrift für betriebswirtschaftliche Forschung (Zfbf), No. 11/2006, pp. 958-984.
- (8) Anreizsysteme als elementare Gestaltungsgrösse im Personalmanagement von jungen Wachstumsunternehmen (with Tausend, C./Katzauer, A.), Zeitschrift Führung + Organisation (zfo), No. 1/2006, pp. 24-28.
- (7) Die Bewertung von Gründerteams durch Venture-Capital-Geber – Eine empirische Analyse (with Franke, N./Henkel, J./Hoisl, K.), Die Betriebswirtschaft (DBW), No. 6/2004, pp. 651-670.
- (6) Marketing in New Ventures: Theory and Empirical Evidence, Schmalenbach Business Review (ZfbF), No. 2/2004, pp. 164-199.
- (5) Entrepreneurial Marketing, Die Betriebswirtschaft (DBW), No. 1/2004, pp. 78-100.
- (4) Die Rolle des Corporate Foresight im Innovationsprozess: Ziele, Ausgestaltung und Erfahrungen am Beispiel der Siemens AG (with Kolpatzik, B./Schönhut, J./Venter, C.), Zeitschrift Führung + Organisation (zfo), No. 5/2003, pp. 285-290.
- (3) Business-Planning in Start-ups: Wissenschaftliche Erkenntnisse und praktische Erfahrungen (with Elsenmüller, B./Fischer, F./Grampp, M.), Zeitschrift für Klein- und Mittelunternehmen und Entrepreneurship (ZfKE), No. 4/2002, pp. 217-237.
- (2) Marktorientierte Dienstleistungsgestaltung bei B2B-Einkaufsplattformen (with Runge, A.), Thesis, No. 3/2002, pp. 28-34.
- (1) Der Wandel von Erfolgsfaktoren mittelständischer Unternehmen, Zeitschrift für Klein- und Mittelunternehmen und Entrepreneurship (ZfKE), No. 4/2000, pp. 236-251.

C. Editorials, Books, Editorships:

- (7) From the Editors: Managing by Design (with Leon, N., George, G., Thompson, P.), *Academy of Management Journal*, No. 1/2015: 1-7.
- (6) *Frontiers of Entrepreneurship Research 2012* (Co-Editor with Zacharakis, A. et al.), Blank Center for Entrepreneurship, Babson College, Babson Park, MA, 2012.
- (5) *Frontiers of Entrepreneurship Research 2011* (Co-Editor with Zacharakis, A. et al.), Blank Center for Entrepreneurship, Babson College, Babson Park, MA, 2011.
- (4) *Frontiers of Entrepreneurship Research 2010* (Co-Editor with Zacharakis, A. et al.), Blank Center for Entrepreneurship, Babson College, Babson Park, MA, 2010.
- (3) *Marketingplanung von wagniskapitalfinanzierten Unternehmensgründungen – eine theoretische und empirische Analyse* (Research Monograph), Gabler Verlag, 2005.
- (2) *Gründungsmanagement – Wie Jungunternehmer Ideen finden, Strategien entwickeln und Wachstum erzielen* (Co-Editor, with Henkel, J./Witzler, R.). *Frankfurter Allgemeine Buch* (FAZ-Institut), 2002.
- (1) *Der Wandel von Erfolgsfaktoren mittelständischer Unternehmen* (Research Monograph). DUV/Gabler, 2000.

D. Chapters in Books and Encyclopaedias, Book Reviews:

- (15) *Towards an improved Understanding of Knowledge Requirements in Entrepreneurship: An Empirical Investigation of Founder and Opportunity Characteristics* (with Dencker, J.), in: J. Brewer, S.W. Gibson (Eds.) *Necessity-Entrepreneurs: Micro-Enterprise Education & Economic Development*, Edward Elgar, 2014, pp. 40-54.
- (14) Book Review on „Getting to Plan B: Breaking through to a Better Business Model” by J. Mullins/ R. Komisar, in: *Academy of Management Perspectives*, Nr. 3/2010, pp. 93-96.
- (13) *Die Ideenumsetzung im Rahmen von Markteintrittsstrategien* (with Emes, J.), in: Freiling, J./Kollmann, T./Welling, M. (Eds.) *Entrepreneurial Marketing*, Gabler, Wiesbaden, 2007, pp. 305-322. (new edition: 2014)
- (12) *Managing the Process of New Venture Creation: An Integrative Perspective*, in: Hanusch, H./Pyka, A., (Eds.), *Neo-Schumpeterian Economics*, Elgar Companion Series, 2007, pp. 182-192.
- (11) *Corporate Venturing* (with Henkel, J.), in: Albers, S./Gassmann, O., (Eds.) *Handbuch Technologie- und Innovationsmanagement*, Gabler, Wiesbaden, 2005, pp. 137- 153.
- (10) *Marketing und Vertrieb*, in: Kollmann, T., (Ed.), *Lexikon Unternehmensgründung*, Gabler, Wiesbaden, 2005.
- (9) Book Review on “The Economics of Knowledge” by D. Foray, in: *Journal of Evolutionary Economics*, Nr. 5/2005, Vol. 15, pp. 595-598.
- (8) *Finanzielle Entwicklung junger Wachstumsunternehmen* (with Harhoff, D./Tausend, C.), in: Achleitner, A.-K./Bassen, A., (Eds.), *Controlling für junge Unternehmen*, Schaeffer-Poeschel, Stuttgart, 2003, pp. 27-50.
- (7) *Transformation as a Challenge: New Ventures on their Way to Viable Entities*, in: Füglistaller, U./Pleitner, H.J./Volery, T./Weber, W., (Eds.), *Radical change in the world - will SMEs soar or crash? (Proceedings of the Rencontres de St.Gall 2002)*. Verlag KMU, 2002, pp. 193-201.

- (6) Book Review on “The Entrepreneurial Mindset” by R.G. McGrath/I.C. MacMillan, in: *Schmalenbach Business Review (ZfbF)*, No. 4/2002, pp. 380-381.
- (5) Campus Companies, (with Harhoff, D.), *Betriebswirtschaftliche Forschung und Praxis (BFuP)*, No. 4/2002, pp. 388-401.
- (4) Strategisches Management in Start-ups: Generierung und nachhaltige Sicherung komparativer Wettbewerbsvorteile (with Harhoff, D.), in: Hommel, U./Knecht, T., (Eds.), *Wertorientiertes Start-up Management*. Gabler, Wiesbaden, 2002, pp. 320-334.
- (3) Der Wandel von strategischen Erfolgsfaktoren mittelständischer Unternehmen - eine wirtschaftshistorische Betrachtung, in: Brauchlin, E./Pichler, J.H., (Eds.), *Unternehmer und Unternehmensperspektiven für Klein- und Mittelunternehmen - Festschrift für Hans Jobst Pleitner*. Duncker & Humblot, Berlin, St. Gallen, 2000, pp. 403-419.
- (2) Corporate Venturing, in: Meyer, J.-A./Schwering, M.G., (Eds.), *Lexikon für kleine und mittlere Unternehmen*. Verlag Vahlen, München, 2000, p. 51.
- (1) Chancen und Gefahren für KMU, in: Siegwart, H./Neugebauer, G., (Eds.), *Mega-Fusionen – Analysen, Kontroversen, Perspektiven*. Verlag Paul Haupt, Bern, Stuttgart, Wien, 1998, pp. 391-402.

E. Articles in Non-Refereed Journals:

- (3) L’identification des opportunités de marché par les entreprises technologiques: (with Thiel, J.), in *Revue Economique et Sociale*, No. 3/2009, pp. 25-39
- (2) Passing the torch: Competitive advantage, core capabilities and entrepreneur succession (with Müller, C.), in: *Journal for Management and Development*, No. 2/2002, pp. 36-43.
- (1) Synergiefelder bei Unternehmensgründungen: Managementteams und die Rolle von Universitäten (with Müller, C.), in: *Journal for Management and Development*, No. 6-7/2001, pp. 73-78.

In addition: about 30 contributions to the Entrepreneurship Column of the Frankfurter Allgemeine Zeitung (FAZ), FAZ.net, 2000-2003, full list available on request.

V. TEACHING ACCOMPLISHMENTS

A. Teaching Interests:

Innovation and Technology Management, Entrepreneurship, Strategic Management, Technology Commercialization

B. Teaching Positions Held:

Various courses on the Bachelor / Master / Ph.D. / Executive Education Levels (complete overview available on request)

VI. OTHER ACCOMPLISHMENTS & RECOGNITIONS

- SCCER – Steering Committee Member, Commission for Technology & Innovation of the Swiss Federation
- TUM Research Excellence Award, EURAM 2012

- Academic Director, College of Management of Technology EPFL, 2009-2016
(tasks include development & implementation of new Bologna Master Program)
- Member of the Global Entrepreneurship Monitor Team, Switzerland 2007
- Adjunct Senior Teaching Fellow, Technion, Haifa, Israel (2009-2013)
- Co-host of the Babson College Entrepreneurship Research Conference Lausanne 2010 (EPFL & IMD)
- Co-director of the Doctoral Consortium, Babson College Entrepreneurship Research Conference 2010
- Co-Founder of a Clean Energy Start-up in 2008

VII. PHD STUDENT SUPERVISION (PRIMARY ADVISOR)/POSTDOC PLACEMENT

Name & Placement

- Shirah Foy (ongoing)
- Nettra Pan (ongoing)
- Dr. Carina Lomberg (University of Bern)
- Dr. Sharon Tal-Itzkovich (Technion)
- Dr. Peter Vogel (University of St. Gallen)
- Dr. Melvin Haas (Industry)
- Dr. James Thompson (University of Pennsylvania, Wharton School)
- Dr. Jana Thiel (ESADE)

(complete list of PhD committee memberships upon request)