

PROF. DR. MARC GRUBER

Full Professor, Chair of Entrepreneurship and Technology Commercialization
Ecole Polytechnique Fédérale de Lausanne (EPFL) – Swiss Federal Institute of Technology
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I. EDUCATIONAL BACKGROUND

2005	Habilitation, University of Munich (LMU), Germany
2000	Dr. oec., University of St. Gallen (HSG), Switzerland
1995	Lic. oec., University of St. Gallen (HSG), Switzerland

II. ACADEMIC POSITIONS

2005 -	Swiss Federal Institute of Technology (EPFL), Lausanne Assistant Prof. (2005-2008), Associate Prof. (2008-2010), Full Professor (since 2011)
2015 – 2018	Imperial College London, Business School Visiting Professor
2009 – 2013	Technion, Haifa Adjunct Senior Teaching Fellow
2004	Wharton School, University of Pennsylvania, Philadelphia Visiting Scholar (Fall Term)
2000 - 2005	University of Munich (LMU), Munich School of Management Senior Research & Lecturer (Habilitation) in the Management Department
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

- Editor: Academy of Management Journal (AMJ), 2023-2026
- 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 Memberships

- 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, 2003-2013

IV. ADMINISTRATIVE EXPERIENCE

2020 –	Swiss Federal Institute of Technology (EPFL) Academic Director for Executive Education at the College of Management of Technology
2017 – 2021	Swiss Federal Institute of Technology (EPFL) Vice President for Innovation
2015 – 2016	Swiss National Science Foundation (SNSF) Member of the National Research Council
2009 – 2016	Swiss Federal Institute of Technology (EPFL) Academic Director for Education at the College of Management of Technology
2000 – 2005	University of Munich (LMU), Munich School of Management Director, Center for Entrepreneurship

V. PUBLICATIONS

A. General Research Interests:

Topic Areas: Entrepreneurship, Strategic Management, Technology & Innovation Management

B. Articles in Refereed Journals:

- (33) How Founder Human Capital and Founding Conditions Shape New Firm Performance: A Study of Necessity Entrepreneurship during Times of Economic Crisis (with Dencker, J. C., Nikiforou, A.). Academy of Management Journal, in press.
- (32) Maneuvering the odds: The dynamics of venture capital decision-making (with Petty, J. S. Harhoff, D. (2023), Strategic Entrepreneurship Journal, 2023, 17 (2), 239-265.
- (31) The Open Innovation in Science research field: a collaborative conceptualisation approach (with Beck, S., et al.). Industry & Innovation, 2022, 29 (2), 136-185.
- (30) Identity-Society (Mis)Alignment and the Instrumentalization of Firm Creation: Creative Destruction and Creative Reconstruction (with Foy, S.E.). Academy of Management Journal, 2022, 65 (2), 479-515.
- (29) Dialogue: The ‘Necessity’ to Retain Basic Needs as the Boundary Condition of Necessity Entrepreneurship (with Dencker, J.C., Bacq, S.). Academy of Management Review, in press.
- (28) Dialogue: Continuums and Dichotomies in Necessity Entrepreneurship (with. Dencker, J.C., Bacq, S.) Academy of Management Review, in press.
- (27) The Lean Startup Framework: Closing the Academic-Practitioner Divide (with Shepherd, D.A.). Entrepreneurship Theory & Practice, 2021, 45 (5): 967-998.
- (26) Reconceptualizing Necessity Entrepreneurship: A Contextualized Framework of Entrepreneurial Processes under the Condition of Basic Needs (with Dencker, J.C., Bacq, S., Haas, M.). Academy of Management Review, 2021, 46 (1): 60-79.
- (25) Creating New Ventures: A Review and Research Agenda (with Souitaris, V.). Journal of Management, 2021, 47(1): 11-42.

- (24) Necessity Entrepreneurship and Industry Choice in New Firm Creation (with Nikiforou, A., Dencker, J.C). Strategic Management Journal, 2019, 40(13): 2165-2190.
- (23) Dialogue: Painting with all the colors: The value of social identity theory for understanding social entrepreneurship (with Pan, N., Binder, J.). Academy of Management Review, 2019, 44(1): 213-215.
- (22) The Role of Teams in Academic Spin-Offs (with Nikiforou, A., Zabara, T., Clarysse, B.). Academy of Management Perspectives, 2018, 32 (1): 78-103.
- (21) Entrepreneurial Behavior: A Reconceptualization and Extension based on Identity Theory (with MacMillan, I.C.) Strategic Entrepreneurship Journal, 2017, 11 (3): 271-286.
- (20) The Open Innovation Research Landscape: Established Perspectives and Emerging Themes across different Levels of Analysis (with Bogers, M., et al.). Industry & Innovation, 2017, 24 (1): 8-40.
- (19) R&D Team Diversity and Performance in Hypercompetitive Environments (with Hoisl, K., Conti, A.). Strategic Management Journal, 2017, 38 (7): 1455-1477.
 - *DRUID Best Paper Award, DRUID Conference 2011 (title changed)*
- (18) Measuring the Social Identity of Entrepreneurs: Scale Development and International Validation (with Sieger, P., Fauchart, E., Zellweger, T.). Journal of Business Venturing, 2016, 31 (5): 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, 2015, 9 (3): 205-225.
- (16) The Effects of Opportunities and Founder Experience on New Firm Performance (with Dencker, J.C). Strategic Management Journal, 2015, 36 (7):1035-1052.
- (15) Knowledge Recombination across Technological Boundaries: Scientists versus Engineers (with Harhoff, D., Hoisl, K.). Management Science, 2013, 59 (4): 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.). Organization Science, 2013, 24(1): 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.). Journal of Management, 2012, 38 (5): 1421-1449.
- (12) Darwinians, Communitarians and Missionaries: The Role of Founder Identity in Entrepreneurship (with Fauchart, E.). Academy of Management Journal, 2011, 54(4): 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, 2011, 26 (2): 72-188.

- “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, 2010, 31 (12): 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, 2010, 36 (5): 1143-1167.
 - (8) Individual and Opportunity Factors Influencing Job Creation in New Firms (with Dencker, J.C., Shah, S.K.). Academy of Management Journal, 2009, 52 (6): 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 Shepherd, D.A., Grégoire, D. (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, 2009, 20 (3): 516-537.
 - (6) Look before you Leap: Market Opportunity Identification in Emerging Technology Firms (with MacMillan, I.C., Thompson, J.D.). Management Science, 2008, 54 (9): 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, 2008, 32 (5): 459-483.
 - Reprinted in Wright, M., Vanaelst, I. (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, 2007, 22 (6): 782-807.
 - Reprinted in Kuratko, D./Morris, M. (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, 2006, 21 (6): 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, 2006, 33 (4): 356-372.
- (1) Research on Marketing in Emerging Firms: Key issues and Open Questions, International Journal of Technology Management, 2003, 30 (5-6): 600-620.

C. Editorials & Books:

- (15) From the Editors: Publishing Multimethod Research in AMJ: A Review and Best-Practice Recommendations (with Wellman, N, Tröster, C., Grimes, M., Roberson, Q., Rink), Academy of Management Journal, 2013, 66 (4), 1007-1015.
- (14) From the Editors: Opening Up AMJ's Research Methods Repertoire (with Langley, A., Bell, E., Bliese, P., LeBaron, C.), Academy of Management Journal, 2023, 66 (3), 711-719.
- (13) From the Editors: Recognizing and Utilizing Novel Research Opportunities with Artificial Intelligence (with von Krogh, G., Roberson, Q). Academy of Management Journal, 2023, 66 (2), 367-373.
- (12) From the Editors: An innovative journal during transformational times: Embarking on the 23rd editorial term. Academy of Management Journal, 2023, 66(1), 1-8.
- (11) From the Editors: A brief primer on data visualization opportunities in management research (with Ertug, G., Nyberg, A., Steensma, K). Academy of Management Journal, 2018, 61 (5), 1613-1625.
- (10) From the Editors: New Ways of Seeing – Radical Theorizing (with Nadkarni, S., DeCelles, K., Connelly, B., Baer, M.). Academy of Management Journal, 2018, 61 (2): 371-377.
- (9) Where to Play: 3 Steps for Discovering your most valuable Market Opportunities (with Tal, S.) Financial Times/Pearson, 2017.
 - Top 10 in the UK Business Book Chart, November 2017
 - Adopted for the Lean Startup toolset by Steve Blank (2019) and already used by 50'000 companies worldwide
 - Translated into German (2018), French (2019), Chinese (2019), Vietnamese (2019), Spanish (2020), Korean (2021)
- (8) From the Editors: New Ways of Seeing: Elaboration on a Theme (with Shaw, J. D., Bansal, P.). Academy of Management Journal, 2017, 60 (2): 397-401.
- (7) From the Editors: Managing by Design (with Leon, N., George, G., Thompson, P.), Academy of Management Journal, 2015, 58 (1): 1-7.
- (6) Frontiers of Entrepreneurship Research 2012 (with Zacharakis, A., et al., Eds.). Blank Center for Entrepreneurship, Babson College, Babson Park, MA, 2012.
- (5) Frontiers of Entrepreneurship Research 2011 (with Zacharakis, A., et al., Eds.). Blank Center for Entrepreneurship, Babson College, Babson Park, MA, 2011.
- (4) Frontiers of Entrepreneurship Research 2010 (with Zacharakis, A., et al., Eds.). 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 (with Henkel, J., Witzler, R., Eds.). Frankfurter Allgemeine Buch (FAZ-Institut), 2002.

- (1) Der Wandel von Erfolgsfaktoren mittelständischer Unternehmen (Research Monograph). DUV/Gabler Verlag, 2000.

D. Refereed Best Paper Conference Proceedings:

- (5) How Experience Shapes the Subjective Evaluation of Opportunities (with Kim, S.M., Brinckmann, J.). Frontiers of Entrepreneurship Research, 2010, 30: 285-299.
- (4) “This Deal is Dead!” A Longitudinal Study of VC Decision Making (with Petty, J.S.). Frontiers of Entrepreneurship Research, 2009, 29: 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.C., Shah, S.K.). Frontiers of Entrepreneurship Research, 2008, 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.

E. Published Articles in 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, 2006, 58 (7): 958-984.
- (8) Anreizsysteme als elementare Gestaltungsgrösse im Personalmanagement von jungen Wachstumsunternehmen (with Tausend, C., Katzauer, A.) Zeitschrift Führung + Organisation (zfo), 2006, 75 (1): 24-28.
- (7) Die Bewertung von Gründerteams durch Venture-Capital-Geber – Eine empirische Analyse (with Franke, N., Henkel, J., Hoisl, K.). Die Betriebswirtschaft (DBW), 2004, 64 (6):651-670.
- (6) Marketing in New Ventures: Theory and Empirical Evidence, Schmalenbach Business Review (ZfbF), 2004, 56 (2): 164-199.
- (5) Entrepreneurial Marketing, Die Betriebswirtschaft (DBW), 2004, 64 (1): 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), 2003, 72 (5):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), 2002, 50 (4): 217-237.
- (2) Marktorientierte Dienstleistungsgestaltung bei B2B-Einkaufsplattformen (with Runge, A.), Thexis, 2002, 19 (3):28-34.
- (1) Der Wandel von Erfolgsfaktoren mittelständischer Unternehmen, Zeitschrift für Klein- und Mittelunternehmen und Entrepreneurship (ZfKE), 2000, 48 (4): 236-251.

F. Chapters in Books and Encyclopaedias, Book Reviews:

- (16) Entrepreneurship and Identity (with E. Fauchart), in Brown, A.D. (Ed.) The Oxford Handbook of Identities in Organizations. Oxford University Press, 2020.

- (15) Towards an improved Understanding of Knowledge Requirements in Entrepreneurship: An Empirical Investigation of Founder and Opportunity Characteristics (with Dencker, J.C.), in: Brewer, J., Gibson, S.W. (Eds.) *Necessity-Entrepreneurs: Micro-Enterprise Education & Economic Development*, Edward Elgar, 2014, 40-54.
- (14) Book Review on „Getting to Plan B: Breaking through to a Better Business Model” by Mullins, J., Komisar, R., in: *Academy of Management Perspectives*, 2010, 24 (3): 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, 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, 182-192.
- (11) Corporate Venturing (with Henkel, J.), in: Albers, S., Gassmann, O. (Eds.) *Handbuch Technologie- und Innovationsmanagement*, Gabler, Wiesbaden, 2005, 137-153.
- (10) Marketing und Vertrieb, in: Kollmann, T., (Ed.), *Lexikon Unternehmensgründung*, Gabler, Wiesbaden, 2005.
- (9) Book Review on “The Economics of Knowledge” by Foray, D., in: *Journal of Evolutionary Economics*, 2005, 15 (5): 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, 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, 193-201.
- (6) Book Review on “The Entrepreneurial Mindset” by McGrath, R.G., MacMillan, I.C. in: *Schmalenbach Business Review (ZfbF)*, 2002, 54 (4): 380-381.
- (5) Campus Companies (with Harhoff, D.). *Betriebswirtschaftliche Forschung und Praxis (BFuP)*, 2002, 54 (4): 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, 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, 403-419.
- (2) Corporate Venturing, in: Meyer, J.-A., Schwering, M.G. (Eds.), *Lexikon für kleine und mittlere Unternehmen*. Verlag Vahlen, München, 2000, 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, 391-402.

G. Articles in Non-Refereed Journals:

- (3) L'identification des opportunités de marché par les entreprises technologiques (with Thiel, J.), *Revue Economique et Sociale*, 2009, 67 (3): 25-39
- (2) Passing the torch: Competitive advantage, core capabilities and entrepreneur succession (with Müller, C.). *Journal for Management and Development*, 2002, 4 (2): 36-43.
- (1) Synergiefelder bei Unternehmensgründungen: Managementteams und die Rolle von Universitäten (with Müller, C.). *Journal for Management and Development*, 2001, 3 (6-7): 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.

VI. RECENT RECOGNITIONS

- Academy of Management Discoveries (AMD) 2020 Outstanding Reviewing Award
- Mentor Award from the Entrepreneurship Division of the Academy of Management (AoM) 2019 – for excellence in mentoring next generation researchers

VII. TEACHING ACCOMPLISHMENTS

A. Teaching Interests:

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

B. Teaching Positions Held:

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

VIII. PHD STUDENT SUPERVISION (PRIMARY ADVISOR) & POSTDOC PLACEMENT

Name & Placement

- Dr. Eva Weissenböck (ongoing)
- Dr. Davide Bavato (ongoing)
- Dr. Enrico Bergamini (Business School Lausanne)
- Dr. Christina Hertel (University of Geneva)
- Dr. Julia Binder (IMD)
- Dr. Anna Wagenschwanz (industry)
- Dr. Shirah Foy (Toulouse Business School)
- Dr. Nettra Pan (Cass Business School)
- Dr. Argyro (Iro) Nikiforou (DTU)

- 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)