

Dr. Nadine Hietschold

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✳ March 28, 1990

Education

- 02/2014 – 12/2017 ***PhD (Doctor rerum politicarum) Business & Economics***
Grade: summa cum laude
Thesis: “Consumer Resistance to Innovations”
Department of Business & Economics,
Technische Universität Dresden (TUD), Germany
- 10/2011 – 02/2014 ***Master of Science Business Management*** (with distinction)
Average grade: 1.0 (master thesis 1.0 –highest grade)
• Major: Corporate Development and Innovation
• Minors: Economics; Operations & Logistics Management
Technische Universität Dresden, Germany
- 03/2012 – 09/2012 ***Semester abroad***
Universidad de La Serena, Chile
- 10/2008 – 09/2011 ***Bachelor of Science Business & Economics*** (with distinction)
Average grade: 1.2 (bachelor thesis 1.0 –highest grade)
• Major: Operations and Logistics Management
• Minors: Economics; Accounting and Finance
Technische Universität Dresden, Germany

Academic positions

- Since 08/2018 ***Lecturer/ Postdoctoral Researcher***
SNF research project on low-end innovators,
Institute Innovation and Strategic Entrepreneurship,
Prof. Dr. Sebastian Gurtner, Department Business,
Bern University of Applied Sciences (BFH), Switzerland
- 07/2017 – 06/2019 ***Research Associate (PhD Candidate/ Postdoctoral researcher)***
SNF research project on social innovators,
Chair of Foundations of Business Administration and Theories
of the Firm, Prof. Dr. Andreas Georg Scherer,
Department of Business Administration,
University of Zurich (UZH), Switzerland
- 02/2014 – 06/2017 ***Research Associate (PhD Candidate)***
• Chair of Entrepreneurship & Innovation,
Prof. Dr. Michael Schefczyk

- Junior Research Group InnoTech4Health,
Prof. Dr. Sebastian Gurtner
Department of Business & Economics,
Technische Universität Dresden, Germany

08/2015 – 02/2016

Visiting PhD Student

Department of Managerial Studies, Prof. Dr. Jelena Spanjol,
University of Illinois at Chicago (UIC), USA

11/2009 – 02/2014

Student Assistant

- Chair of Entrepreneurship & Innovation,
Prof. Dr. Michael Schefczyk
- Chair of Industrial Management,
Prof. Dr. Udo Buscher

Department of Business & Economics,
Technische Universität Dresden, Germany

Awards and scholarships

07/2019

Best Reviewer Award of the Academy of Management (AOM)
TIM Division, August 9-13 2019, Boston

04/2019

Nominated for the Carolyn B. Dexter Award from the ENT
Division at the AOM, August 9-13 2019, Boston, with the Paper
**“The 2015 European Refugee Event and Founder Social
Identities: A Multi-Country and Multi-Level Study”**

06/2017

Best Reviewer Award of the Academy of Management (AOM)
TIM Division, August 4-8 2017, Atlanta

04/2017

Selected for the AOM Best Paper Proceedings TIM Division
(Top 10% of submissions), August 4-8 2017, Atlanta, with the
Paper **“Understanding and Responding to Negative Emotions
in Consumer Resistance to Innovations”**

12/2016

Knut Holt Best Paper Award at the 2016 ISPIM Innovation
Summit, December 4-7 2016, Kuala Lumpur, for the Paper
**“Innovation Inhibitors as Catalysts of Societal Progress –
The Role of Resistance Leaders in Innovation Diffusion”**

08/2015 – 02/2016

Scholarship for doctoral students, presented by
German Academic Exchange Service (DAAD)

12/2014

Award “Lohrmann Medal” for outstanding achievements as the
best graduating student at the Department of Business &
Economics, presented by TUD

10/2013 – 02/2014

Scholarship for master thesis, presented by
Foundation for industry research (Stiftung Industrieforschung)

11/2012	Award of the Department of Business & Economics for outstanding achievements in bachelor studies, presented by TUD
02/2012 – 08/2012	Scholarship for semester abroad, presented by German Academic Exchange Service (DAAD)
10/2011 – 09/2013	Scholarship for studies, presented by German Federal Government (Deutschlandstipendium)

Teaching experience

Fall term 2018	<i>Innovation and change management</i> (approx. 45 bachelor level students), lecture, BFH
Spring term 2018	<i>Corporate social responsibility</i> (20 master level students), seminar co-teaching, UZH
Fall term 2017	<i>Business administration I</i> (approx. 200 bachelor level students), teaching of tutorials on entrepreneurship, UZH
Fall term 2017, 2018	<i>Theories of multinational corporation</i> (approx. 20 bachelor level students), seminar co-teaching, UZH
Winter term 2016/17, 2017/18, 2018/19	<i>Negotiation, change management, marketing</i> (approx. 25 physicians, Executive Master of Medical Education), two-day seminar, TUD
Winter term 2016/17	<i>New & Emerging Researcher Development (NERD) Program</i> (10 students), academic writing, TUD & UIC
Winter term 2014/15, 2015/16, 2016/17	<i>Technology management</i> (approx. 80 master level students, German & English), Lecture notes, exam, teaching of a research seminar, TUD
Summer term 2014, 2015, 2016	<i>Innovation & product management</i> (approx. 150 bachelor level students, German & English), Lecture notes, exam, teaching of a workshop seminar, TUD
Summer term 2015, 2016	<i>License management</i> (approx. 20 students), one-time lecture, TUD
Winter term 2014/15	<i>Academic writing</i> (approx. 15 bachelor level students), one-day seminar, Dresden International University
Since 02/2014	<i>Mentoring</i> of bachelor, master & diploma theses (31 completed), mentoring of seminar theses, TUD, UZH, BFH

Funds (externally acquired)

08/2018	SNF research project “Rethinking Decision Making in the Digital Society” (247,672 CHF, as research partner under main applicant Sebastian Gurtner)
07/2016	Teaching project NERD Program (15,770 Euro, together with Sebastian Gurtner)
06/2016	Academic event “Health Equity of Syrian Refugees in Germany” (9,970 Euro, together with Sebastian Gurtner)

Internal university services

12/2017 – 03/2019	PhD/PostDoc representative in faculty assemblies, UZH
02/2014 – 06/2017	Administration of the Chair’s webpage, TUD
01/2017	Evaluation commission for the qualification of assistant professor, TUD

Scientific community services

Ad-hoc Reviewer	Journal of Product Innovation Management, Journal of Management Studies, European Management Review, Journal of Product & Brand Management Annual Meeting of the Academy of Management, PDMA/ JPIM Research Forum
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Freelance consulting

2016	Analysis of the market “technical visualistics”
2015	Market research/ preference measurement for “lipid analysis”
2015	Analysis of customer needs for “CardioVisio”

Further competences

Languages	German (native), English (fluent), Spanish (good)
Computer skills	SPSS, Stata, AMOS, MAXQDA, MS Office, HTML
Methodological skills	Multiple case study analysis (Grounded Theory), systematic literature reviews, content analysis, analysis of variance, nonparametric tests, multi-level analysis, regression analysis, analytic hierarchy process, conjoint analysis, structural equation modelling

Publications

Journal articles (peer reviewed)

Gurtner, S., Hietschold, N., & Vaquero Martin, M. (2018): Do Patients Value a Hospital's Innovativeness Reputation? A Multi-Method Approach to Assess the Relative Importance of Innovativeness Reputation in Patients' Hospital Choice. *Health Services Management Research*, 31(3): 138-153 (VHB-JQ3: C, ABS: 1)

Reinhardt, R., Hietschold, N., & Gurtner, S. (2019): Overcoming Consumer Resistance to Innovations – An Analysis of Adoption Triggers. *R&D Management*, 49(2): 139-154. (VHB-JQ3: B, ABS: 3, 7 citations)

Hietschold, N., Gurtner, S., Spanjol, J. (2017): Understanding and Responding to Negative Emotions in Consumer Resistance to Innovations, In Guclu Atinc (Ed.), *Proceedings of the Seventy-seventh Annual Meeting of the Academy of Management*. Online ISSN: 2151-6561

Hietschold, N., Reinhardt, R., & Gurtner, S. (2014): Measuring Critical Success Factors of TQM Implementation Successfully – A Systematic Literature Review. *International Journal of Production Research*, 52(21): 6254-6272 (VHB-JQ3: B, ABS: 3, 103 citations)

Book chapters

Hietschold, N. (2018): The Consumer as the Last Constraint – Addressing Psychological Constraints in New Product Development. In: Gurtner, Spanjol & Griffin (Eds.), *Leveraging Constraints for Innovation: New Product Development Essentials from the PDMA*, Vol.3., p. 39-58. Hoboken, New Jersey: Wiley.

Reinhardt, R., Hietschold, N., & Spyridonidis, D. (2015): Adoption and Diffusion in Health Care. In: S. Gurtner & K. Soye (Eds.), *Challenges and Opportunities in Health Care Management*. p. 181-200. Cham: Springer.

Buscher, U. & Hietschold, N. (2011): Ansätze zur Lösung des Single-Row-Maschinenlayout-Problems. In: Siepermann, Christoph & Eley, Michael (Eds.), *Logistik gestern, heute, morgen*, Vol.1, p. 181-199. Berlin: GITO Verlag.

Conference presentations (peer reviewed)

Hietschold, N., Voegtlin, C., Scherer, A.G., & Gehman, J (2019): *What Do we Know and Don't Know about Social Innovation – A Multi-level Review and Research Agenda*, paper accepted for presentation at the 79th Annual Meeting of the Academy of Management, August 9-13 2019, Boston, USA.

Hietschold, N., Hsueh, J.W.J., Sieger, P., & Voegtlin, C. (2019)*: *The 2015 European Refugee Event and Founder Social Identities: A Multi-Country and Multi-Level Study*, paper accepted for presentation at the 79th Annual Meeting of the Academy of Management, August 9-13 2019, Boston, USA. (presented by J.W.J. Hsueh) (**Nominated for Carolyn B. Dexter Award**)

Segelitz-Karsten, A., Reinhardt, R., Hietschold, N., Gurtner, S., & Walsh, G. (2019): *Attitude towards Low-end and High-end Innovation*, paper accepted for presentation at the 79th Annual Meeting of the Academy of Management, August 9-13 2019, Boston, USA. (presented by A. Segelitz-Karsten)

Gurtner, S., Pan, N., Binder, J.K. (Speaker), Hertel, C.J., Segelitz-Karsten, A. (Organizer), Hietschold, N., Reinhardt, R. (Facilitator), Spanjol, J., Hoelzle, K. (Discussant), The Impact

of Innovation: Creating Research that Matters for Society, PDW accepted for presentation at the 79th Annual Meeting of the Academy of Management, August 9-13 2019, Boston, USA.

Gurtner, S., Hoyer, C., & Hietschold, N. (2018): *Creating Societal Value with Innovation – Considerations Beyond the Firm and the Customer*, PDMA Research Forum, November 3-4 2018, Chicago, USA. (presented by S. Gurtner)

Hietschold, N., Reinhardt, R., Gurtner, S. (2018): *Who Put the “No” in Innovation? Building Theory on the Self-Identity and Behavior of Innovation Resistance Leaders*, PDMA Research Forum, November 3-4 2018, Chicago, USA.

Hietschold, N., Reinhardt, R., Gurtner, S. (2018): *Who Put the “No” in Innovation? Building Theory on the Self-Identity and Behavior of Innovation Resistance Leaders*, VHB TIE Tagung 2018, September 20-21 2018, Hamburg, Germany (presented by R. Reinhardt)

Hietschold, N., Voegtlin, C., & Scherer, A.G. (2018): *What we know and don't know about socially innovative behavior: A literature review and research agenda on the micro-foundations of social value creation*, EGOS 2018, July 5-7 2018, Tallinn, Estonia.

Hietschold, N., Hsueh, J.W.J., Sieger, P., & Voegtlin, C. (2018): *Founder social identities and the effect of the 2015 refugee crisis: a multi-country study*, AMJ Paper and Idea Development Workshop, May 3-4 2018, Toulouse, France.

Hietschold, N., Gurtner, S., & Spanjol, J. (2017): *Fear and Anger in New Product Adoption*, in Special Session on Experimental Research in New Product Development and Innovation - Opportunities & Challenges, PDMA Research Forum, November 11-12 2017, Chicago, USA.

Hietschold, N., Gurtner, S., & Spanjol, J. (2017): *Understanding and Responding to Negative Emotions in Consumer Resistance to Innovations*, VHB TIE Tagung 2017, September 21-22 2017, Koblenz, Germany (presented by S. Gurtner).

Hietschold, N., Gurtner, S., Spanjol, J. (2017)*: *Understanding and Responding to Negative Emotions in Consumer Resistance to Innovations*, 77th Annual Meeting of the Academy of Management, August 4-8 2017, Atlanta, USA. **(Selected for Best Paper Proceedings)**

Spanjol, J., Hietschold, N. (2017): *Negative Affect Dynamics in Consumer Adoption Decisions*, Special Session Organizers at the 2017 Winter AMA Conference, February 17-19 2017, Orlando, USA.

Hietschold, N., Reinhardt, R., Gurtner, S. (2016)*: *Innovation Inhibitors as Catalysts of Societal Progress – The Role of Resistance Leaders in Innovation Diffusion*, ISPIM Innovation Summit, December 4-7 2016, Kuala Lumpur, Malaysia. **(Knut Holt Best Paper Award)**

Hietschold, N., Spanjol, J., Gurtner, S. (2016): *Don't Educate Me, I Am Angry With You! Understanding and Responding to Fear and Anger in New Product Adoption*, Research in Progress at the ISPIM Innovation Summit, December 4-7 2016, Kuala Lumpur, Malaysia.

Hietschold, N., Reinhardt, R., Gurtner, S. (2015): *Are All Innovation Resisters Laggards? An Exploratory Study on the Idiosyncrasies, Motives & Roles of Innovation Resistance Leaders*, Proceedings of the 2015 Summer Marketing Educators' Conference, August 14-16 2015, Chicago, USA.

Hietschold, N., Gurtner, S., Vaquero, M. (2015): *How Crucial is Innovativeness for Consumers? The Role of Perceived Service Provider Innovativeness in Provider Choice*, Poster presentation at the 2015 Summer Marketing Educators' Conference, August 14-16 2015, Chicago, USA.

Hietschold, N., Reinhardt, R., Gurtner, S. (2015): *Overcoming Consumer Resistance to Innovations – An Analysis of Adoption Triggers*, 75th Annual Meeting of the Academy of Management, August 7-11 2015, Vancouver, Canada.

Gurtner, S. & Hietschold, N. (2015): *Creating Innovations for Inclusive Growth*, Special Session Organizers at the 75th Annual Meeting of the Academy of Management, August 7-11 2015, Vancouver, Canada.

Hietschold, N., Reinhardt, R., Gurtner, S. (2015): *Aggregators vs. Initiators: How Different Types of Resistance Leaders Influence Innovation Diffusion*, 22nd International Product Development Management Conference, June 14-16 2015, Copenhagen, Denmark.

Hietschold, N., Reinhardt, R., Gurtner, S. (2014): *Examining the Role of Resistance Leaders in Innovation Diffusion Processes with Multiple Case Study Research*, PDMA Research Forum, October 18-19 2014, Denver, USA.

Hietschold, N., Reinhardt, R., Gurtner, S. (2014): *Overcoming Consumer Resistance to Innovations – A Content Analysis Approach*, 21st International Product Development Management Conference, June 15-17 2014, Limerick, Ireland.

Invited presentations

Al-Hafez, T., Missoni, E., Heginbotham, C., Gurtner, S., Hietschold, N., Kwankam, Y. (2016): *Global Health Equity Foundation: Innovation & Equity in Health*, 6th Geneva Health Forum, April 19-21 2016, Geneva, Switzerland.

Hietschold, N. (2016): *Consumer Resistance to Innovation*, University of Illinois at Chicago faculty seminar, February 10th 2016, Chicago, USA.

Working Papers

Hietschold, N., Reinhardt, R., & Gurtner, S.: Title Blinded
Status: under review

Hietschold, N., Hsueh, J.W.J., Sieger, P., & Voegtlin, C. (order of authorship according to alphabet): Title Blinded
Status: under review

Hietschold, N., Gurtner, S., & Spanjol, J.: Understanding and Responding to Negative Emotions in Consumer Resistance to Innovations
Status: in preparation for submission

Hietschold, N., Voegtlin, C., & Scherer, A.G., Gehman, J.: What we know and don't know about socially innovative behavior: A multi-level review
Status: in preparation for submission

Gurtner, S., Hoyer, C., & Hietschold, N.: Creating societal value with innovations: Considerations beyond the firm and the customer
Status: manuscript preparation

Work in Progress (Data collection)

Consumer Decision Making in the Digital Society

Becoming a Low-end or High-end Innovator

Heuristics and Biases in Social Entrepreneurship