

PAST, PRESENT AND FUTURE OF ENTREPRENEURSHIP & INNOVATION

Winter Semester 2022 - 2023

Course Timings:	Mondays, 16:15-17:45 and 18:15-19:45 in NB 301
Teaching Mode:	In-Person, with some sessions via Zoom in the classroom
Course Coordinator:	Prof. Dr. Shashi Matta, Chair of Innovation and Creativity
Course Chairs:	Prof. Dr. Andre Habisch, Prof. Dr. Jens Hogleve, Prof. Dr. Shashi Matta, Prof. Dr. Harald Pechlaner and Prof. Dr. Simon Wiederhold
Consultation Hours:	By prior appointment, arranged via email

Course and Objectives

This is a unique course, modeled on graduate-level seminar courses that provide a high-level overview of the field. The primary course objective is to provide a solid foundation for students interested in these two connected fields of Entrepreneurship and Innovation. In addition to sketching a broad overview of these two fields, this course will fulfil the following specific objectives:

- Offer a historic perspective on Entrepreneurship and Innovation across time and geography
- Identify key learnings from examining the foundations of Entrepreneurship and Innovation
- Examine the current state of these fields, through five different perspectives
- Encourage students to find patterns and trends that connect common themes on the drivers and the consequences of Entrepreneurship and Innovation
- Lay an agenda for the future of Entrepreneurship and Innovation
- Motivate critical thinking skills which will facilitate the authoring of White Papers on these topics

Students will gain soft skills such as teamwork, communication, and professional writing, and, will have an opportunity to enhance English language skills in a professional setting.

Required Course Materials

The required readings for this course include articles and book chapters. Students are expected to read the assigned readings and common case thoroughly prior to each class session and come prepared for discussion. Assigned readings are listed under each session in the Course Timeline in this syllabus document.

Evaluation: Graded Components and Grading Scale

Grade Structure

Term Paper (Team Deliverable): 100%

Grading Scale (1.0 - 5.0)

1.0	93-100	Exemplary Performance
1.3	90-92.99	Strong Performance
1.7	87-89.99	Good Performance
2.0	83-86.99	Adequate Performance
2.3	80-82.99	Adequate Performance, with some deficiencies
2.7	77-79.99	Adequate Performance, with serious deficiencies
3.0	73-76.99	Weak Performance
3.3	70-72.99	Weak Performance, with serious deficiencies
3.7	67-69.99	Extremely Weak Performance, with serious deficiencies
4.0	66.99 or below	Poor Performance, with pervasive deficiencies

Guidelines for Term Paper

Term Paper: Team Deliverable (100% of the Final Grade)

Please upload your files on ILIAS at the latest by 23:55 on Monday, March 20, 2023

Students in the class will be divided into similar sized groups to co-author their Term Paper. Each team will focus on Entrepreneurship and Innovation in a specific sector or industry. Each team member is expected to contribute 7-10 pages of written content, while maintaining the flow and logic of the overall Term Paper. Examples of sectors / industries, and further instructions will be provided in the class session on October 18th. Each team is required to finalize the industry / sector they want to focus on by October 25th. They will be assigned an instructor who will be their term paper supervisor. Teams are required to meet with their assigned supervisor to discuss the term paper once before the Christmas break, and then present a concrete proposal to them during the session on January 31st. Please see the detailed Course Timeline (p.3-9 of this syllabus document).

Please adhere to the following formatting instructions for your Term Paper –

- Margins of 2.5 cm on all four sides of the document.
- All written content (except for tables, figures, images if any) should be typed in Times New Roman font, size 12 point, single spaced.
- The maximum page limit for the team paper (everything included) is 60 pages.

COURSE TIMELINE

WEEK # 1: Monday, October 17, 2022

October 17 16:15 – 17:45 in NB 301

Lecture: Introduction to Past, Present and Future of Entrepreneurship & Innovation

Session Instructors: Prof. Dr. Andre Habisch, Christian Social Ethics and Social Policy
 Jannes Marquardt, Service Management
 Prof. Dr. Shashi Matta, Innovation and Creativity
 Dr. Arne Schuhbert, Tourism and Entrepreneurship
 Prof. Dr. Simon Wiederhold, Macroeconomics

Concepts: Introduction to Course Professors and Overview of Topics
 Introduction to the Common Case
 Syllabus Analysis
 Student Q&A with Professors

October 17 18:15 – 19:45 in NB 301

Tutorial: Team Formation and Guidelines for the Term Paper

Concepts: Introduction to the Term Paper
 Guidelines and Expectations for the Term Paper
 Team Formation
 Student Q&A and Team Discussions

Assigned Case: Elie Ofek and Margot Eiran (2018), **“From Start-up to Grown-up Nation: The Future of the Israeli Innovation Ecosystem,”** Harvard Business Publishing.

This is a Common Case for the entire semester. Each of the instructors will devote some time during their tutorial session to discuss the application of concepts taught to the common case.

WEEK # 2: Monday, October 24, 2022

October 24 16:15 – 17:45 in NB 301

Lecture: Tracing the Evolution of Innovation and Identifying Key Takeaways

Session Instructor: Prof. Dr. Shashi Matta

Reading: Godin (2015), “Innovation: A Conceptual History of an Anonymous Concept,” *Project on the Intellectual History of Innovation* (21).

Concepts: History of the Concept of Innovation
Innovations that Changed History

October 24 18:15 – 19:45 in NB 301

Tutorial: Application of Key Takeaways on the History of Innovation to the Common Case

Session Instructor: Prof. Dr. Shashi Matta

WEEK # 3: Monday, October 31, 2022

October 31 16:15 – 17:45 in NB 301

Lecture: Disruptive and Sustaining Innovation

Session Instructor: Prof. Dr. Andre Habisch

Readings: Joseph L. Bower/ Clayton M. Christensen (1995) “*Disruptive Technologies: Catching the Wave*” Harvard Business Review. Available at: <https://hbr.org/1995/01/disruptive-technologies-catching-the-wave>

Christensen, Raynor and McDonald (2015), “*What Is Disruptive Innovation?*” Harvard Business Review. Available at: <https://hbr.org/2015/12/what-is-disruptive-innovation>

Concepts: Disruptive Innovation, Sustaining Innovation, Job to be done

October 31 18:15 – 19:45 in NB 301

Tutorial: Application of Disruptive and Sustaining Innovation Concepts to the Common Case

Session Instructor: Prof. Dr. Andre Habisch

WEEK # 4: Monday, November 7, 2022

November 7 **16:15 - 17:45 in NB 301**

Lecture: Innovation in the 21st Century and The Innovation Framework

Session Instructor: **Prof. Dr. Shashi Matta**

Reading: Drucker (2002), "The Discipline of Innovation," *Harvard Business Review* (August).

Concepts: Preparing for, Finding, and Nurturing Innovation in Business
Innovation: Present Thought and Frameworks

November 7 **18:15 - 19:45 in NB 301**

Tutorial: Application of the Innovation Framework to the Term Paper

Session Instructor: **Prof. Dr. Shashi Matta**

WEEK # 5: Monday, November 14, 2022

November 14 **16:15 - 17:45 in NB 301**

Lecture: Introduction to Entrepreneurial Ecosystems

Session Instructors: **Dr. Arne Schuhbert**

Readings: Sussan, F. & Acs, Z.J. (2017) "The Digital Entrepreneurial Ecosystem," *Small Business Economics*, 49.

Stam, E. & Spigel, B. (2016) "Entrepreneurial Ecosystems," Utrecht School of Economics Discussion Paper Series. Available at:
<https://dspace.library.uu.nl/handle/1874/347982>

Isenberg, D.J. (2010) "How to Start an Entrepreneurial Revolution," *Harvard Business Review*, June. Available at:
https://edisciplinas.usp.br/pluginfile.php/5419320/mod_resource/content/1/Harvard-Ecosystem.pdf

Concepts: Entrepreneurial Ecosystems

November 14 **18:15 - 19:45 in NB 301**

Tutorial: Application of Key Takeaways on Entrepreneurial Ecosystems to the Common Case

Session Instructors: **Julian Philipp, Madlen Schwing**

WEEK # 6: Monday, November 21, 2022

November 21 **16:15 – 17:45 in NB 301**

Lecture: Transformation and Digitization in Entrepreneurship

Session Professor: **Dr. Arne Schuhbert**

Reading: Lazarow, A. (2020) “Startups, It’s Time to Think Like Camels – Not Unicorns”, Harvard Business Review. Available at:
<https://hbr.org/2020/10/startups-its-time-to-think-like-camels-not-unicorns>

Concepts: Entrepreneurial Transformation, Digitization Challenges, Resilience

November 21 **18:15 – 19:45 in NB 301**

Tutorial: Application of Key Takeaways on Transformation and Digitization to the Term Paper

Session Instructors: **Julian Philipp, Madlen Schwing**

WEEK # 7: Monday, November 28, 2022

November 28 **16:15 – 17:45 in NB 301**

Lecture: Market Creating Innovations

Session Instructor: **Prof. Dr. Andre Habisch**

Readings: J. A. Schumpeter (1994) [1942]. Chapter VII The Process of Creative Destruction, in: Capitalism, Socialism and Democracy. London: Routledge. pp. 81–83. Available at:
<http://139.59.56.236/bitstream/123456789/478/1/schumpeter-joseph-a-capitalism-socialism-and-democracy.pdf>

P. Aghion, C. Antonin, S. Bunel (2021). The Power of Creative Destruction: Economic Upheaval and the Wealth of Nations. Harvard University Press.

Concepts: Creative Destruction and Capitalism, Economic Innovation and the Business Cycle, Schumpeterian Growth Paradigm and A New Paradigm

November 28 **18:15 – 19:45 in NB 301**

Tutorial: Application of Key Concepts to the Term Paper

Session Instructor: **Guest Lecturer**

WEEK # 8: Monday, December 5, 2022

December 5 **16:15 - 17:45 in NB 301**

Lecture: Design Thinking in Innovation

Session Instructor: **Jannes Marquardt**

Reading: Kolko, J. (2015), "Design Thinking Comes of Age," Harvard Business Review (September), 66-71

Concepts: Design Thinking, Business Model Canvas

December 5 **18:15 - 20:00 in NB 301**

Tutorial: Application of Design Thinking Concepts to the Common Case

Session Instructor: **Jannes Marquardt**

WEEK # 9: Monday, December 12, 2022

December 12 **16:15 - 17:45 in NB 301**

Lecture: Service Design and Service Blueprint

Session Instructor: **Jannes Marquardt**

Reading: Yu, Eun; Sangiorgi, Daniela (2018), "Service Design as an Approach to Implement the Value Cocreation Perspective in New Service Development," Journal of Service Research, 21 (1), 40-58

Concepts: Service Design, Service Blueprint

December 12 **18:15 - 20:00 in NB 301**

Tutorial: Application of Service Design Concepts to the Term Paper

Session Instructor: **Jannes Marquardt**

WEEK # 10: Monday, December 19, 2022

December 19

16:15 - 17:45

Consultation of project groups with assigned instructor.

Location arranged with assigned instructor.

**PLEASE NOTE: ALL TEAMS NEED TO COMPLETE ONE MEETING WITH THEIR ASSIGNED
PROFESOR PRIOR TO THE CHRISTMAS BREAK**

WEEK # 11: Monday, January 9, 2023

January 9 16:15 - 17:45 in NB 301

Lecture: The Role of Entrepreneurship and Innovation for Economic Growth: A Historical Perspective

Session Instructor: **Prof. Dr. Simon Wiederhold**

Reading: Clark (2007), "A Farewell to Alms: A Brief Economic History of the World". Princeton/Oxford.

Concepts: The Malthusian Economy, Technological Advance
Modern Growth: The Wealth of Nations

January 9 18:15 - 19:45 in NB 301

Tutorial: Application of the Role of Entrepreneurship and Innovation for Economic Growth to the Common Case

Session Instructor: **Fabian Mierisch**

WEEK # 12: Monday, January 16, 2023

January 16 16:15 - 17:45 in NB 301

Lecture: Innovation and the Labor Market: Which Skills Do Employees Need in the Future?

Session Instructor: **Prof. Dr. Simon Wiederhold**

Reading: Falck, Heimisch, and Wiederhold (2021), "Returns to ICT Skills," *Research Policy*, 50(7), Article 104064.

Autor (2019), "Work of the Past, Work of the Future," *AEA Papers and Proceedings*, 109, 1- 32.

Concepts: Labor-Market of the Future, Wage Returns to Digital Skills
Technological Change and Education/Lifelong Learning

January 16 18:15 - 20:00 in NB 301

Tutorial: Application of Innovation and the Labor Market to the Term Paper

Session Instructor: **Fabian Mierisch**

WEEK # 13: Monday, January 23, 2023

January 23 16:15 - 17:45 via Zoom

Lecture: Innovation for the Future: Challenges and Imperatives

Session Instructor: **Prof. Dr. Shashi Matta**

Readings: de Jong, Marston & Roth (2015), "The Eight Essentials of Innovation," *McKinsey Quarterly* (April).
Am, Furstenthal, Jorge & Roth (2020), "Innovation in a Crisis: Why it is More Important than Ever," *McKinsey Quarterly* (June).

Concepts: Innovation in a Crisis, The Future of Innovation

January 23 18:15 - 20:00 via Zoom

Tutorial: Peer-to-Peer Learning on the Team Paper

Session Instructor: **Prof. Dr. Shashi Matta**

WEEK # 14: Monday, January 30, 2023

January 30 16:15 - 17:45 (location arranged with assigned instructor)

Lecture: Team Presentation and Discussion of Term Paper with Assigned Instructor

Session Instructors: Prof. Dr. Andre Habisch
Prof. Dr. Jens Hogleve, Jannes Marquardt
Prof. Dr. Shashi Matta
Prof. Dr. Simon Wiederhold, Fabian Mierisch
Dr. Arne Schuhbert, Julian Philipp, Madlen Schwing

Note: Presentation of Term Paper outline and proposal; Receive feedback; Each team is responsible for coordinating the meeting time for this session with their assigned instructor.

Deadline for Term Paper Submission

March 20, 2023 **Deadline: 23:55 on ILIAS**

Term Paper submission. There is no second period exam or submission date for this course.

Recommended Reading

Here is a list of recommended books/articles for students who want to delve deeper into the topic after reading the assigned readings -

- Mitchell B. Weiss (2021), *We the Possibility: Harnessing Public Entrepreneurship to Solve Our Most Urgent Problems*, *Harvard Business Press Books*.
- HBR's 10 Must Reads on Entrepreneurship and Startups (2018). *Harvard Business Press Books*.
- Alan S. Gutterman (2018), *Definitions and Types of Entrepreneurship*. *Business Expert Press*.
- Hanushek, E. A., G. Schwerdt, L. Woessmann, and L. Zhang (2017), *General Education, Vocational Education, and Labor-Market Outcomes over the Lifecycle*. *Journal of Human Resources*, 52(1), 49-88.
- Nedelkoska, L. und G. Quintini (2018), *Automation, skills use and training*. OECD Social, Employment and Migration Working Papers No. 202.
- OECD (2017), *OECD Employment Outlook 2017*. OECD Publishing.
- Stifterverband (2018), *Future Skills: Welche Kompetenzen in Deutschland fehlen*. *Future Skills - Discussion Paper 1*.

Course Instructor Biographies: Prof. Dr. Shashi Matta

Professor Dr. Shashi Matta

Professor and Chairholder, Innovation and Creativity

Master's Courses Taught at WFI:

Consumer Psychology and Decision Making (Winter)
From Idea to Commercialization: Start-up School (Winter)
Past, Present, Future of Entrp & Innovation (Winter)
Innovation and Creativity (Summer)
Advanced Topics in Consumer Psychology (Summer)
The Science of Happiness (Summer)

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Biography

Shashi Matta is Professor and Chairholder of Innovation and Creativity, and Vice Dean of Internationalization, at WFI Ingolstadt School of Management at the Catholic University of Eichstätt Ingolstadt (KU). He is a Founding Director of the KU Research Institute for Business and Economics in Service of Humanity ([BESH](#)), and also serves as Academic Director of the MBA program, and Faculty Head of Marketing at WFI. Professor Matta joined KU in June 2018. His prior academic career includes positions as the Faculty Director of MBA Programs, and Professor of Marketing, at The Ohio State University Fisher College of Business, USA. He has been a visiting professor at business schools internationally, including at Toulouse Business School (TBS) in France, Bologna Business School (BBS) at the University of Bologna in Italy, and International University of Monaco.

Professor Matta is an award-winning researcher, teacher and mentor, and is dedicated to building strong bridges between academia, industry, and community. He engages extensively with industry through consulting, coaching, and keynote speaking engagements at several companies internationally in the areas of growth strategies, innovation, marketing strategy, branding & positioning, customer experience, happiness and well-being. He has served as an expert in these subject areas, for media stories nationally in the United States.

Professor Matta's industry experience, prior to academia, includes positions in brand management, advertising, and marketing operations. He has taught at all levels, including in Bachelor's, Master's MBA and Executive Education programs, and has won multiple teaching awards internationally.

Professor Matta's research is in the areas of consumer behavior, innovation, and branding. His research has been published in top ranked academic journals including the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *AMS Review*, *Psychology & Marketing*, *Review of Marketing Research*, and, *Emotion*.

Professor Matta has experience serving on the board of directors of for-profit and non-profit organizations, and has been commissioned as an expert witness in legal cases involving brand confusion and consumer behavior.

Course Instructor Biographies: Prof. Dr. Harald Pechlaner

Professor Dr. Harald Pechlaner

Professor and Chairholder, Tourism & Entrepreneurship

Master's Courses Taught at WFI (selection):

Essentials of Management / Essentials of Geography (Winter)

Entrepreneurial Management and Tourism (Winter)

Economic Geography: Regional Development (Winter)

Entrepren. Networks & Start-up Management (Summer)

Innovation and Product Development in Tourism (Summer)



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Biography

Harald Pechlaner is Professor of Tourism and Head of the Center for Entrepreneurship at the Catholic University of Eichstätt-Ingolstadt, Germany and Head of the Center for Advanced Studies at the European Academy of Bozen/Bolzano (EURAC research), Italy.

Since 2014 Harald Pechlaner is Adjunct Research Professor at the School of Marketing/Curtin Business School in Perth, Western Australia. His research is focused on destination governance, leadership and design, entrepreneurship and global challenges for regions and destinations. He is (co) author and (co) editor of more than 60 books and about 150 scientific articles.

Harald Pechlaner is President of the Aiest (Association Internationale d'Experts Scientifiques du Tourisme), which is located at the University of St. Gallen, Switzerland. Founded in 1951, Aiest is the oldest association of scientific tourism experts in the world.

Prof. Pechlaner was President of the German Society of Tourism Research (Deutsche Gesellschaft für Tourismuswissenschaft) from 2002 to 2012. Since 2016 he is a full member of the European Academy of Sciences and Arts. In 2017 the German Federal Ministry of Economy in Berlin has launched a German National Competence Center for Tourism, where Prof. Pechlaner holds a position as Scientific Director.

Harald Pechlaner is head of the scientific and evaluation committee of the M.Sc. "Tourism and Sustainable Regional Development: Management and Geography" of the Catholic University of Eichstätt-Ingolstadt and also member of the scientific committee of the M.Sc. "Arts and Cultural Management" of the Burgundy School of Management in Dijon, France.

Course Instructor Biographies: Prof. Dr. Andre Habisch

Professor Dr. Andre Habisch

Professorship of Christian Social Ethics and Social Policy
Coordinator, Entrepreneurship & Innovation Master Program

Master's Courses Taught at WFI:

Social Innovation Innovation I
Social Innovation II
Sustainable Entrepreneurship
Research Seminar for MA and PhD students

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Biography

Andre Habisch is Professor for Christian Social Ethics and Social Policy and responsible Coordinator of the ENTREPREURSHIP AND INNOVATION MASTER PROGRAMM at WFI.

After completion of study programs of Economics (Free Univ. of Berlin) and Theology (University of Tuebingen), PhD at Tuebingen und Habilitation at the University of Würzburg (1998), he joined KU in 1998. Third mission activities include serving as an Academic Advisor of the Union of Catholic Entrepreneurs (BKU, Cologne), Member of the scientific advisory board of the BUNDESZENTRALE FUER POLITISCHE BILDUNG (Bonn), Chairman of the Board of Trustees of BAYER FOUNDATIONS (Leverkusen) etc. Moreover, he has served as an academic member of two Enquete-Commissions of the GERMAN PARLIAMENT, among others on 'Growth, Well-being and Quality of Live'.

The comprehensive international commitment of Prof. Habisch includes a regular guest professorship at Ben-Gurion-Univ. (Beersheba, Israel), he also coordinates an ERASMUS Plus program for WFI students to study in this important spot of the rich Israeli Start-up scene. Other visiting professorships brought him to Catholic University (Milan) and Assumption University (Bangkok) – both academic partners of KU. At the invitation of the Chinese government, he spent several months researching at the Univ. of Chongqing (China). Prior academic positions include serving as Associate Academic Director of the 'ACADEMY OF BUSINESS IN SOCIETY' (Brussels) coordinating the International Program 'Practical Wisdom for Management from Religious and Spiritual tradition' with Academic workshops at leading business schools from Morocco to Shanghai and Tokyo. As a result, Prof. Habisch co-founded the 'PRACTICAL WISDOM SOCIETY' (Munich). Moreover, he coordinated the Work package on '(Un-)Sustainable Lifestyles in Europe' as part of the EU Program 'EU-InnovatE' covering 16 European univ. and a Research budget of 4.3 mil €. Professor Habisch serves as Associate Editor of 'Business Ethics – European Review' and is a founding member of the Editorial Board of 'Humanistic Management Journal'. He published in Academic Journals such as Business Strategy and the Environment, Zeitschrift für Umweltpolitik & Umweltrecht, Journal of Cleaner Production, Journal of Business Ethics, International Journal of Innovation Management, British Food Journal, Humanistic Management Journal and others. Recently, he founded the 'SOCIAL IMPACT START-UP ACADEMY' (<https://sistac.word>) organizing the cooperation of Founders in Developing country with MA/ MBA courses at WFI and other German and International Universities. Moreover, he developed an Action-learning MA thesis format for WFI student in cooperation with African Start-up Founders and BAYER FOUNDATIONS.

Course Instructor Biographies: Prof. Dr. Jens Hogleve

Professor Dr. Jens Hogleve

Professor and Chairholder, Service Management

Master's Courses Taught at WFI:

Service Management (Winter)

Business and Psychology: Tandem Projects (Winter)

Past, Present, Future of Entrp & Innovation (Winter)

Return on Service Management (Summer)

Project in Service and Innovation Management

(Summer/Winter)



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Biography

Jens Hogleve is chaired Professor of Service Management at WFI - Ingolstadt School of Management at the Catholic University of Eichstätt-Ingolstadt. At KU he also serves as University Vice President for Research and is head of the Research Service Center (ZFF). Prof. Hogleve is a Founding Director of the KU Research Institute for Business and Economics in Service of Humanity ([BESH](#)). In the past he has been visiting professor at multiple places including Toulouse University Capitole I and the Florida State University. He received his doctoral degree from the University of Hagen, Germany and, before joining the Catholic University of Eichstätt-Ingolstadt, he was Assistant Professor of Service Management at the University of Paderborn.

His research focuses on service issues such as service recovery management, service innovation, service infusion and transformation, transformative consumer research, and the consequences of the digitalization for service employees as well as customers. His research has been published in leading scholarly journals including the *Journal of Marketing*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Retailing*, *Journal of Business Research*, *Industrial Marketing Management*. He is on the Editorial Review Boards for the *Journal of Business Research*, *Journal of Service Research*, and the *Journal of Service Management*. Jens Hogleve has received numerous awards for his research.

Prof. Hogleve is highly committed in building bridges between academia and practice. Thus, he conducted student and research projects with various industry leaders such as Audi, Deutsche Bahn, Siemens, or MediaSaturn, but also with local partners such as the City of Ingolstadt or start-up companies. Further he is member of the supervisory boards of several for-profit and non-profit organizations and member of the advisory board of the Stiftung Warentest and the digital incubator brigk.

Course Instructor Biographies: Prof. Dr. Simon Wiederhold

Professor Dr. Simon Wiederhold

Professor and Chairholder, Macroeconomics

Master's Courses Taught at WFI:

Economics of Innovation (Winter)

Past, Present, Future of Entrp & Innovation (Winter)

Innovation and Entrepreneurship (Winter)

Business and Psychology: Tandem Projects (Winter)

Entrp, Innovation and Regional Economics (Summer)



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Biography

Simon Wiederhold is Professor and Chairholder of Economics, especially Macroeconomics, at WFI Ingolstadt School of Management at the Catholic University of Eichstätt Ingolstadt (KU). He is a Founding Director of the KU Research Institute for Business and Economics in Service of Humanity ([BESH](#)) and is also Research Professor at the ifo Institute for Economic Research, Munich. Professor Wiederhold joined KU in May 2016.

First as a Ph.D. student of economics and later on as a Scientific Coordinator of the DFG-funded Graduate School “The Economics of Innovative Change” at the University of Jena and the Max Planck Institute of Economics in Jena since 2008, he obtained his doctoral degree there in 2012. Later on, he held various positions at the ifo Institute, e.g. as a postdoctoral research fellow and as the Scientific Coordinator of the CESifo Guest Program in Munich.

As a distinguished expert advisor, he has been appointed a Member of the OECD Expert Groups on Skills Use and Skills Mismatch, on Skill-Biased Technological Change (role of automation, robotisation, and digitization for future skill demand, etc.), resp. on the development of the Background Questionnaire of cycle 2 of the Programme for the International Assessment of Adult Competencies (PIAAC). Prof. Wiederhold has also been appointed CESifo Research Fellow in 2019, Research Fellow at the Research Centre for Education and the Labour Market (ROA) at Maastricht University in 2018, and Member of the standing field committee “Education Economics” of the Verein für Socialpolitik in 2016. Moreover, Prof. Wiederhold has been involved in various studies for the European Union, for the German federal government, and for private foundations.

Prof. Wiederhold’s main research fields and interests are innovation economics, education economics, and labour economics, in particular, labour-market returns to skills and skill-biased technological change. He has published several articles in leading international scientific journals such as *American Economic Journal: Macroeconomics*, *European Economic Review*, *Journal of the European Economic Association*, *Journal of Human Resources*, and *Research Policy*.