

Andrew Isaak

PROFILE SUMMARY

- Studies of International Management (MBA) and Economics (B.A.); PhD-Candidate in Management (Submitted)
- 6+ years international experience in Teaching and Research in Management and Economics
- Publications include one book (Wiley), peer-reviewed book chapters (Edward Elgar) and conference publications; first journal publications are forthcoming
- Research interests: digital entrepreneurship, decision-making, cross-cultural research, behavioral economics
- Experience coordinating an experimental econ lab and running a research/IT-startup
- Native English and German, conversational French and Italian

EDUCATION AND DEGREES

2014 - 2018

UNIVERSITY OF MANNHEIM

- PhD in Management at the Chair for SME Research and Entrepreneurship with a focus on crowdfunding & trust (submitted)
- Successfully completed the required seminars "Advanced Entrepreneurship Theory", "Theories in International Business" and "Non-Profit Management" (Mark: 1,6) as well as an online sociology course on questionnaire design (at the University of Michigan)
- Mannheim is frequently ranked #1 among German business schools

2010 - 2011

UNIVERSITY OF HEIDELBERG

- Postgraduate studies in Behavioral Economics and Neuroscience
- Successfully completed "Experimental Economics" seminar
- Participant, "First Heidelberg Summer School on Neuroeconomics"

2004 - 2006

PACE UNIVERSITY

(New York, NY)

- Masters of Business Administration (M.B.A.) in International Business, GPA 3.96/4.00 (with distinction)
- Coursework (full-time): International Business; Business Economics; Marketing & Entrepreneurship; Operations Management; Statistics & Modelling; Cross-Cultural Management; Business Ethics; Strategic Management

1999 - 2003

BUCKNELL UNIVERSITY

(Lewisburg, PA)

- Bachelors of Arts (B.A.) dual-major in Economics and German
- First three semesters in engineering and computer science
- Coursework: Advanced Calculus I & II; Advanced Physics; Microeconomics; American & European Economic History; Keynesian Economics; International and Comparative Politics; Programming

ACADEMIC EXPERIENCE

09/2018-

Assistant Professor, Solbridge International School of Business (South Korea)

- Courses: "People and Organization" and "Crowdfunding and Entrepreneurship"
- Research ongoing, particularly on entrepreneurship and innovation in the crowd (e.g. crowdfunding, blockchain)

09/2016-08/2018

Research Associate, University of Mannheim Institute for SME Research and Entrepreneurship

- Co-taught masters degree seminars 'Creativity and Entrepreneurship in Practice', 'Advanced Entrepreneurship' and the 'Masters Research Seminar'; co-taught case study sessions for 'Introduction to Entrepreneurship'
- Mentor for student's masters' theses in entrepreneurship
- Co-organizer of bi-weekly 'Startup Lounge' and monthly 'Founder Talk'

01/2016- 04/2016
(Project ongoing)

Visiting Scholar, University of California - Berkeley Transportation Sustainability Research Center

- Collected, structured and geocoded data on over 12,000 car sharing vehicles in North America as a basis for studying the adoption of car sharing, electric vehicles and hybrids and their impact on emissions and car ownership
- Completed training in human subjects research (CITI) for IRB Review
- Invited to join D-lab, a startup style co-working space for research

collaboration; participated in workshops on social science research and programming in python

06/2012- 12/2016

Research Associate & IT Project Manager, University of Mannheim - Business School, Dean's Office

- Co-taught the "research seminar on the sharing economy"
- Taught consumer behavior and neuromarketing for exchange students
- Helped create and conduct online surveys and structured interviews
- Taught content management and web-design
- Supervised student assistants; successfully rolled out mobile website project for Iphone and Android
- Managed the transition to Typo3 and cloud-based services
- Administration of 60+ websites and network infrastructure
- Supervision and training of student assistants and new users

09/2009 - 09/2011

Research Associate, University of Heidelberg
Institute for Behavioral Economics

- Coordinator of the behavioral economics lab; set up lab & online recruitment system for economic experiments (Linux, PHP, SQL)
- Built brand and recruited over 1000 students for the lab
- Handled public relations with local media, resulting in 5 press releases
- Ran pilot experiments in neuroeconomics, co-authored working papers

12/2009 - 08/2010

Research Assistant, University of Mannheim
Institute for SME Research and Entrepreneurship

- Co-developed geographic clustering software (MPcluster) for use in academic research/economic geography; analyzed complex dataset
- Worked on biotech project and interviews for social network analysis

09/2004 - 07/2006

Research Assistant, Pace University, New York
Center for International Business

- Summarized & reviewed articles in business ethics; graded and helped prepare graduate courses in management; assisted with logistics

09/2002 - 08/2003

Teaching Assistant, Bucknell University, Lewisburg
Department of Economics

- Co-taught and graded the undergraduate course "Introduction to Economics"

OTHER EXPERIENCE

10/2011 - 11/2013

Founder and CEO, Tommoko Science Crowdfunding

- Developed a platform to help young scientists fund their research
- Supervised and trained interns sponsored by the European Union
- Microsoft Partner Firm, dedicated office space, registered trademark
- Settled legal trademark dispute with Facebook, Inc. (amicably)

11/2008 - 10/2009

Founder, Xpress Webdesign, Frankfurt

- Startup Stipends from the State Employment Agency ("Gründerstipendium") and City of Frankfurt ("4+4 Program")
- Designed & planned websites for entrepreneurs and small businesses

01/2008 - 10/2008

Trainee, Accenture, Frankfurt & London

- Project Coordinator for Lufthansa/Star Alliance CITP Project in London: developed and presented strategy, coordinated team, worked with Lufthansa managers to control costs and risks and on planning

- Developed SAP training materials for the Ministry of Finance Hessen

05/1999 - 12/2007

SUMMER INTERNSHIPS

Saatchi & Saatchi (2x): strategic planning for *Procter&Gamble* brands

Fujitsu-Siemens Computers: testing SAP biometric security interface

SVP Corp.: market research in automotive, finance, pharma

Schott Glass Company: large-scale logistics project to merge plants

Bayer Corp.: programmed multimedia database (visual basic)

DuPont Performance Coatings: prepared change mgmt. training

Mannheim Power Plant: co-created entire corporate intranet

German Cancer Research Institute (DKFZ): DNA/protein analysis

AWARDS

- 09/2018 ▪ **Best Reviewer Award**, 2018 AOM Conference (ENT Division)
- 05/2018 ▪ Travel Scholarship (750€) from the Julius-Paul-Stiegler Foundation
- 03/2018 ▪ **Best Reviewer Award** (500€), *Junior Management Science Journal*
- 03/2018 ▪ Travel Stipend from the Joachim Herz Foundation
- 08/2017 ▪ Future Research Scholar, Plymouth University (EU Erasmus Stipend)
- 06/2015 ▪ "IPID4All" Travel Scholarship (funded by DAAD & BMBF)
- Travel Stipend from the German-French Doctoral Association "CIERA"
- 09/2012 ▪ **National Semifinals**, Startup Simulation "Exist Primecup"
- 12/2011 ▪ **Best Paper Nomination**, Graduate Student Section, RENT XXV Entrepreneurship Conference (Bodo, Norway)
- 08/2011 ▪ Awarded University **Research Grant** for experiment
- 09/2010 ▪ **Federal Assistance Award**, US Embassy Berlin, "Meet US Program"
- 11/2005 ▪ **Finalist** (Placed 5th out of over 100 applicants) in the 2005 MIT Enterprise Forum's Pitch Contest sponsored by JP Morgan Chase

PUBLICATIONS

- 2018 ▪ Leicht, R.; Berwing, S.; Isaak, A. (forthcoming). How Precarious is Migrant Self-Employment in Germany? An Analysis of National Microcensus Data. Book chapter in Eds. Wieteke, C. & Schippers, J. *Self-Employment as Precarious Work: A European Perspective*. Edward Elgar: Cheltenham, UK.
- 2017 ▪ Isaak, A.; Steininger, D.; Veit, D.; Woywode, M. Detecting Deception in Crowdfunding. *Journal of Management and Information Systems*. Special Issue on FinTech. (Review & Resubmit)
- Isaak, A.; Steininger, D.; Veit, D.; Woywode, M. Trust-Building in Crowdfunding. *Journal of Strategic Information Systems*. (Submitted)
- 2016 ▪ Isaak, A.; Liu, Y. (2016): Effectuation Spectra in Chinese High-tech Entrepreneurship: Domain-specific Logic Orientations and Cross-Border M&A. Book chapter in Eds. Tarba, S & Weber, Y. *Emerald edited volume on M&A on Technology, Innovation, Entrepreneurship and Competitive Strategy*. Emerald Publishing Group: Bingley, UK, 51-88.
- Isaak, A.; Isaak, R.; Zybur, J. (2016): Replicating Silicon Valley: Talent & Techno-management in a Culture of Serendipity. Book chapter in Ed. Liu, Y. *Entrepreneur and Talent Management from a Global Perspective*. Edward Elgar: Cheltenham, UK.
- 2014 ▪ Business Ratios (with Bert Erlen). Wiley: Weinheim, Germany & New York, USA (2014)
- Reaching for Scalable Entrepreneurship: Implications for Growth & Job Creation (with Bruce Bachenheimer and Robert Isaak), in

PROCEEDINGS

- 2011** ▪ Linking Effectuation to Causation in Chinese High-tech Entrepreneurship: Strategic Framing based on Culture, Cognition and Institutional Context (with Yipeng Liu), 11/2011 RENT XXV Proceedings, **University of Nordland**, Bodo, Norway;
- 2005** ▪ An Analysis of Competition in the US Flat Glass Industry, 09/2005 Student Research Symposium, **Dalhousie University**, Canada

PRESENTATIONS

- 2018** ▪ *"A Resource-Based Perspective on Refugee Start-up Consulting: Learnings from German-Speaking Europe"*, European Academy of Management Conference, 06/2018, Reykjavik, Iceland
- 2017** ▪ *"Investor Decision-Making in Equity Crowdfunding: A Trust-building Perspective"*, OCIS Paper Development Workshop, Academy of Management Conference, 08/2017, Atlanta, GA
- 2015** ▪ "Evaluating Entrepreneurial Support Programs for Refugees in Germany", MDE Conference, 06/2017, Bremen
- "Failing to Scale and Scaling to Fail: How Social Entrepreneurs Exploit- Impure Non-profits in Order to Attain Economies of Scale", First International Workshop on the Sharing Economy, **Utrecht University**, 04/2015, Holland
- 2013** ▪ "Reaching agreement on trusting behavior - evidence on cultural differences from a public goods game with representatives" (with Christiane Schwieren and Yoshio Iida), Workshop on Trust within and between Organizations, 11/2013, **Singapore Management University**
- 2012** ▪ "The Crowdfunding Revolution", Science Slam (5th Place), **University of Mannheim**, 09/2012, Germany
- „Moral priming affects self-monitoring and image concerns in cheating behavior" (in absentia, with Johannes Jarke and Daniel Roemer), **Columbia University**, 07/2012, NY, USA
- 2011** ▪ „Effectuation and Causation in Chinese High-tech Entrepreneurship" (with Yipeng Liu), **Stanford University**, 02/2012, Graduate School of Business
- Linking Effectuation to Causation in Chinese High-tech Entrepreneurship (with Yipeng Liu), China Goes Global Conference, **Harvard University**; 09/2011, Cambridge, MA, USA
- „The power of images!? Moral priming affects self-monitoring and image concerns in cheating behavior" (with Johannes Jarke and Daniel Roemer), 2011 Economics Science Association (ESA) Conference, 08/2011, **University of Chicago**, IL, USA
- 2010** ▪ „Cultural Neuroeconomics: an Introduction“, Guest Speaker, Seminar *Cross-Cultural Management and Language*, 05/2010 **University of Mannheim**

REVIEWER AND EDITOR

- 2018-current** ▪ Associate Editor of ECIS 2019 Conference, Track on Business Models
- 2010-current** ▪ *Academy of Management*, divisions: ENT, TIM, OCIS
- Over 50 articles reviewed for AOM conferences
- 2016-current** ▪ International Journal of Emerging Markets
- 2010** ▪ *Austrian Journal of Marketing*: Special Issue on Neuromarketing

VOLUNTEER

- 10/2018** ▪ Invited to Chair of paper development session on crowdfunding at 2018 AOM Specialized Conference on Startups (Tel-Aviv)
- Invited to Chair Paper Session on Crowdfunding Resources at 2017

- 08/2017** AOM Conference, ENT Division; also: volunteered for TIM Division
- 09/2016-06/2017**
 - Selected for Social Interaction Leadership Program of DAAD to assist student immigrants from Syria with German language and logistics
 - Jury Member for the National Business Plan Competition "StartSocial"
 - Mentor and Coach for First "Startup Weekend" in the Rhine Valley
- 06/2015-08/2015**
- 05/2015**
- 07/2009-09/2011**
 - Speaker for the "Meet US Program"; **US Consulate**, Frankfurt
- 01/2008-08/2011**
 - Technology Journalist for **TGdaily.com** and **techeye.net**

LANGUAGES, SKILLS & INTERESTS

- Languages**
 - **English** (fluent); **German** (fluent); **French** (near fluent); **Italian** (good)
- IT - Skills**
 - Conducting online experiments; content management systems; web-design; SAP (certified); MS Office; MS Project, Stata, Z-Tree, OSX, Linux, basic shell and php-scripting, wiki, blogging
- Personal interests**
 - Travel, tennis, classical piano (8 years), current events

References available: upon request.