

## SHORT CV



**Assoc. Prof. MMag. Dr. Rita Faillant**

### Personal Information

Date of birth: 27 October 1978

Nationality: Austrian

Marital Status: married, 3 sons

**Publications:** > 70 academic publications (18 articles in SSCI-ranked journals, >50 full paper conference proceedings, 8 book sections, 1 book).

**Personal research impact factor** – Hirsch-Index in Google Scholar: 20 (>3500 citations).

### Education/Achievements

2014 Habilitation - Venia Docendi in business administration awarded from Alpen-Adria University of Klagenfurt. Cumulated habilitation with the synopsis title „Open Innovation – a behavioral perspective of user integration in the innovation process“.

2006 PhD with distinction in Marketing and Strategic Management from Alpen-Adria University of Klagenfurt (Austria), Thesis: “Psychological determinants of customer satisfaction”.

2003 Masters degree : International Economics & Business Studies (cum laude), Innsbruck University School of Management (Austria). Erasmus exchange (2 semesters): 2000/2001 Università LUISS, Rome (Italy).

Masters degree: Economic and business pedagogics (cum laude), Innsbruck University School of Management.

### Academic Positions

Since 2020 Director of M/O/T School of Management, Organizational Development and Technology, at University of Klagenfurt.

Affiliated Professor at University of Southern Denmark, Centre for Integrative Innovation Management, Odense/DK.

2014 – 2020	Associate Professor, University of Southern Denmark, Centre for Integrative Innovation Management, Odense/DK.
2014 – 2016	Associate Professor, Alpen-Adria University of Klagenfurt, Department of Innovation Management and Entrepreneurship.
2012 – 2013	Guest Professor at Danish Technical University (DTU), Department of Management and Engineering, Copenhagen/DK. Co-Development of the Copenhagen Innovation & Entrepreneurship Lab.
2009 – 2014	Assistant Professor at Alpen-Adria University of Klagenfurt, Department of Innovation Management and Entrepreneurship,
2008 – 2009	University Assistant at Alpen-Adria University of Klagenfurt, Department of Innovation Management and Entrepreneurship
2006 – 2008	Research Assistant at JKU Linz, Department of International Management.
2004 – 2005	University Assistant at Alpen-Adria University of Klagenfurt, Department of Marketing and International Management.

#### **Current Research Focus:**

- Digital transformation and technology management
- Digital and sustainable business model innovation
- Crowdsourcing and co-creation for new product development
- Creativity and innovation management

#### **Honours and Awards:**

- Award for outstanding contribution in reviewing, *Industrial Marketing Management* (SSCI ranked Journal, Top 10% in Marketing), 2017
- Runner-Up Best Paper Award at the 22nd Innovation and Product Development Management Conference, 14-16 June 2015, Copenhagen/DK. Paper: "Everything community? Destructive processes in communities of crowdsourcing competitions", together with Dolfus, G.
- Award for Excellence in Publishing 2011 from the Faculty of Management and Economics, Alpen-Adria Universitaet Klagenfurt.
- Highly Commended Award Winner at the Emerald Literati Network Awards for Excellence 2009, Emerald Group Publishing Limited. Paper: "Consumer Acceptance of Internet Banking: The Influence of Internet Trust" in *International Journal of Bank Marketing*, 2008, Vol. 26, Issue 7, pp. 483-504 together with Grabner-Kräuter, S.
- Best blended-learning course, awarded by Alpen-Adria Universitaet Klagenfurt, 2009; Course: Principles of business administration and introduction into scientific writing.

#### **Editorial Activities and Memberships**

- Area editor at *Technovation* (SSCI IF 12.5), since 2023
- Member of the editorial board at *Industrial Marketing Management* (SSCI IF 10.3), since 2011
- Member of VHB
- Member of the European Marketing Academy (2005-2010)

## **Ad-hoc Reviewer for Scientific Journals and Conferences**

Several SSCI ranked journals and academic conferences, e.g.: Research Policy, Journal of Product Innovation Management, Technovation, Industrial Marketing Management, International Journal of Production Economics, ZfB, International Journal of Bank Marketing, International Journal of Hospitality, R&D Management, Creativity and Innovation Management, Journal of Personality and Individual Differences, Tourism Management, Journal of Business and Psychology, International Journal of Entrepreneurial Venturing, Journal of Computer Mediated Communication, American Journal of Sociology, International Journal of Innovation Management, Strategic Organization, European Academy of Management Conference (EURAM), DRUID Conference, R&D Management (RADMA) Conference, Strategic Management Conference (SMS) Conference, etc.

## **Current Grants and Applications**

Digital Innovation Hub Süd: granted by FFG Austria, 2021 – 2025.

Coaching and qualification program Innovation.Talent: granted by KWF (Kärntner Wirtschaftsförderungsfonds), 2021- 2023; 2023 – 2025.

Knowledge Transfer and Third Mission Activities of Universities: granted by KWF (Kärntner Wirtschaftsförderungsfonds), 2021- 2023.

## **Teaching Experience**

*Rita Faullant teaches on all levels including Bachelor, Master, Professional, and PhD education. The following lectures and seminars provide a selected overview of her teaching experience.*

Introduction into Marketing, introduction into innovation- and technology management, open Innovation, organizational innovativeness and cultural capital in entrepreneurship, innovation culture, tools and methods in innovation and project management, cases in international marketing, services marketing, marketing research, virtual customer integration, case studies in innovation management in collaboration with Infineon Austria Technologies (varying topics), service innovation, new technologies and business model innovation, new product development, strategic market creation, new product and service design, theories and methods in innovation management(PhD course).

## **Continuing Education:**

- Academic director of M/O/T Management School at University of Klagenfurt (since 2020).
- Data & Artificial Intelligence Management: 25 ECTS program – program development and head of study
- Sustainability Management in Tourism: 15 ECTS program – program development and head of study
- Member of the commission for continuing education at University of Klagenfurt (since 2020)

## **Knowledge Transfer and Professional Activities:**

- Development of a leadership initiative in health care management
- Workshop series in sustainability management for tourism
- Coaching and qualification of more than 50 innovation management assistants from regional companies (including teaching, consulting, talks, panel discussions, project supervisions, and community building).
- Consulting and bridging in the development of artificial intelligence projects
- Pod-cast series: Essentials on Leadership – interviews with leaders from industry (so far 12 interviews/podcasts).
- Academic development and consulting partner of Innovate! new, the largest European innovation benchmarking tool developed in cooperation with Plattform für Innovation

- Board member at Plattform für Innovation (PFI), the largest cross-sector non-profit community for innovation in Austria (2018 – 2020).

**Languages:**

- German: mother tongue
- English: fluent, certified at C2 level (the highest level of English in the Common European Framework of Reference (CEFR))
- Italian: fluent
- French: good knowledge