

MAREN ALANA MICKELER

Contact Details

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Positions

04/2018 - **Research and Teaching Assistant**
Institute for Strategy, Technology and Organization
Munich School of Management
Ludwig-Maximilians-University Munich

04/2017 - 03/2018 **Manager Finance & Operations**
Burda Magazine Holding GmbH; Munich

11/2016 - 03/2017 **Junior Manager Group Assets & Rights Management**
ProSiebenSat.1 Media SE, Unterföhring

Education

04/2018 - **Ph.D. Student**
Institute for Strategy, Technology and Organization
Munich School of Management
Ludwig-Maximilians-University Munich

04/2018 – 03/2020 **Master of Business Research (MBR)**
Munich School of Management
Ludwig-Maximilians-University Munich

10/2013 - 10/2016 **M.A. in International Business**
University of Hamburg

10/2009 - 07/2013 **B.Sc. in Communications Science and Economics**
University of Hohenheim, Stuttgart

09/1999 – 07/2008 **German higher Education Entrance Qualification**
Heinrich Heine Gymnasium, Ostfildern

Research Interests

- (Digitally Enabled) Individual Collaboration
- Micro-Level Competition
- Strategic Organization Design
- Strategic Human Capital

Fellowships & Awards

- Outstanding Reviewer Award, K&I Interest Group, Strategic Management Conference 2020
- Research in Organizations (RiO) Grant by the SRF of the Strategic Management Society (01/2019, together with Tobias Kretschmer)
- Admission to the Dean's List (best three percent of all students) of the Faculty of Business, Economics and Social Sciences of the University of Hohenheim

Working Papers

- Under the Radar: User Anonymity in the Design of Organizational Platforms, (with Pooyan Khashabi, Marco Kleine, and Tobias Kretschmer)
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3500959

Teaching

Master/Graduate

- New Products: From Ideas to Markets (Tutorial, LMU Munich, Winter Term 2020/2021)
- Project Course (Seminar, LMU Munich, Summer Term 2018, Winter Term 2018/2019, Summer Term 2019, Winter Term 2019/2020, Summer Term 2020)

Bachelor/Undergraduate

- Empirical Innovation Research (Advanced Seminar, LMU Munich, Summer Term 2019, Summer Term 2020)
- Management and Economics of Network Industries (Tutorial, LMU Munich, Summer Term 2018)

Other Professional Activities - Academia

10/2018 - Reviewer at Strategic Management Journal (2)

Social Activities

09/2008 – 08/2009 Voluntary Year of Social Service

Languages

German (native), English (fluent), Spanish (basic), French (basic)