

C U R I C U L U M V I T A E

MMAG. DR. JULIA HAUTZ



CURRENT RESEARCH INTERESTS

- Corporate Strategies: Product diversification, International diversification, Technological diversification (technological resources of the firm - e.g. Internet of Things) – relationships, antecedents and context
- Opening of organizational processes (e.g. innovation and strategy processes) through digital technologies - Open Innovation / Open Strategy
- Online Communities: User roles, interactions and exchanges from a social network perspective
- The role of managers and their specific resources/characteristics (e.g. family) in strategy and innovation processes
- Quantitative Methods: Panel data econometrics, Social Network Analysis

ACADEMIC CAREER / WORK EXPERIENCE

- 10 / 2017 – **Professor of Strategy (Interim), University of Cologne, Germany**
Department of Corporate Development, Faculty of Management, Economics and Social Sciences
- 09/ 2017 **Habilitation, University of Innsbruck, Austria**
Cumulative Habilitation (submitted): *The scope and nature of firm boundaries – The determinants and increasing permeability of the boundaries of the firm*, (venia legendi in Business Administration)
- 04 / 2013 – **Assistant Professor, University of Innsbruck, Austria**
Department of Strategic Management, Marketing and Tourism, School of Management
- 01 – 04/2014 **Visiting Scholar, University of Oxford, Saïd Business School, UK**
- 2010 – 2013 **Post-Doc, University of Innsbruck, Austria**
Department of Strategic Management, Marketing and Tourism, School of Management
- 2009 – 2010 **Recipient of a DOC-fellowship of the Austrian Academy of Sciences**
External Lecturer and project assistant, Department of Strategic Management, Marketing and Tourism,
- 01 – 03/2009 **Visiting Scholar, University of Bath, School of Management, UK**
- 05 – 12/2008 **Lecturer and Research Assistant, University of Innsbruck, Austria**
Department of Strategic Management, Marketing and Tourism, School of Management
- 08 – 11/2007 **Junior Controlling Manager Sandoz GmbH, Kundl, Austria**
Department „*Business Planning & Analysis*“, Cost Controlling and Budgeting for the Research & Development Centres of the Business Units Anti-Infectives and Pharmaceuticals
- 07 – 09/2006 **Internship “Siemens CSP P1”, Munich, Germany**
Department „*Corporate Supply and Procurement, Policies and Programs*“
- 08 / 2002 **Internship Construction Company “PORR”, Vienna**
Project work in construction management, construction site T-mobile Center St.Marx, Vienna

EDUCATION

- 2007 – 2010 **Doctoral Program in Social & Economic Sciences, University of Innsbruck, Austria**
completed with *Promotion sub auspiciis praesidentis rei publicae*
Dissertation: *The Economic and Institutional Context of Diversification: A Contextual Study on Antecedents, Interdependence and Performance Implications of International and Product Diversification*
- 2003 – 2007 **Diploma Programs in International Economics and Business Sciences and in Business Administration, University of Innsbruck, Austria**
Major: Strategic management, finance
Diploma Thesis: *Strategy and Performance - Diversification of Large European Enterprises*
Completion of both Diploma Programs in 2007 with excellence
- 01 – 05/2006 **Exchange semester at the Tulane University, New Orleans, USA**
A.B. Freeman School of Business: Major in finance and strategic management
- 08 – 12/2005 **Exchange semester at the University of Texas at Austin, USA**
Red McCombs School of Business: Major in finance and strategic management
- 1998 – 2003 **Technical College for Civil Engineering and Art (HTL), Innsbruck, Austria**
Specialization in structural engineering, completed 06/03 with excellence

AWARDS AND SCHOLARSHIPS

- 2015 **The Journal of Interactive Marketing Best Paper Award 2015**
Hautz, J.; Hutter, K.; Füller, J.; Thürridl, C. (2014): Let User generate the video ad: The impact of content source and quality on consumers' perception and intended behaviour, *Journal of Interactive Marketing*, 28/1, pp. 1-15.
- 2012 **The Tudor Rickards and Susan Moger Best Paper Award**
Annual Best Paper Award of the Journal Creativity and Innovation Management:
Hutter, H.; Hautz, J.; Füller, J.; Mueller, J.; Matzler, K. (2011): Communitition: The Tension between Competition and Collaboration in Community-Based Design Contests.
- 2012 **Nomination for the Lehreplus! 2012 Award – The Award for Teaching Excellence**
Award of the University of Innsbruck for highlighting excellent achievements in the area of teaching
- 2011 **Finalist Best Conference Paper Award, SMS Conference**
Hautz, J.; Mayer, M.: Competitive Context of Diversification, Strategic Management Society (SMS) - 31th Annual International Conference, Miami, November 2011
- 2011 **Award of the City of Innsbruck**
for excellent Academic Research at the Leopold-Franzens-University Innsbruck 2011
- 2011 **Promotion sub auspiciis praesidentis rei publicae (10.03.2011)**
Doctoral graduation under the auspices of the Austrian Federal President, Highest Austrian Academic Award granted by the Austrian president to university graduates with excellent results in all compulsory subjects from the 9th grade of school to completion of doctoral thesis
- 2010 **Appraisal Award 2010 of the Austrian Federal Ministry of Science and Research**
for the best graduates of Austrian Universities for excellent study achievements and exceptional dissertations
- 2009 **Best Student Paper Award: The 2nd ISPIM Innovation Symposium, New York City, 2009**
Füller, J.; Schmid, M.; Hutter, K.; Hautz, J.; Gebauer, J.; Kuhn, M.: What motivates and hinders employees to engage in internal innovation communities?
- 2009 - 2011 **DOC – Scholarship: Doctoral program of the Austrian Academy of Sciences (ÖAW):**
Strategy and Performance - International and Product Diversification of large European Enterprises:
Interrelationship and Performance Implications (Strategy and Performance)

2008	Appraisal Award 2008 of the Austrian Federal Ministry of Science and Research for the best graduates of Austrian Universities for excellent study achievements and excellent diploma theses
2008	Advancement Scholarship, University of Innsbruck
2005,06,07,08	Excellence Scholarship, University of Innsbruck
2006	3rd Place Student of the Year, Innsbruck University School of Management Special award for excellent academic activities combined with non-academic social commitment
2006/07	Dean's List 2006/07 of Innsbruck University School of Management
2005	1st Place International Business Ranking Ranking of 400 International Business students based on grades and IQ-Test to award places at Partner Universities abroad

RESEARCH GRANTS

2014 -	Austrian Science Fund (FWF) Project: Crowdsourcing Strategy, project leader: Prof. Kurt Matzler, Project team member, <i>Sum: 250.000 €</i>
2011 - 2015	Tyrolean Research Fund (TWF), Promotion of young academics Project: Open Innovation: Can Small and Medium Enterprises Rely on the Innovation Secrets From Large Competitors?, project leader, <i>Sum: 5.000 €</i>
2011 - 2015	Young Researcher Grant, University of Innsbruck Project: Good, Better, Best – How to identify the best contributions in online idea and design contests? project leader together with Hutter Katja, <i>Sum: 15.000 €</i>
2011 - 2013	Hypo Tirol Bank Research Grant Project: Toward an Institutional Framework of Diversification: Exploring the Effects of National Institutions on Diversification Choice, project leader, <i>Sum: 1.000 €</i>
2010 - 2011	Research Grant - Aktion D. Swarovski Project: The socialnomics of idea and design contest: a social network perspective on user roles and their creative contributions, project leader, <i>Sum: 1.500 €</i>
2009 - 2011	Austrian National Bank (OeNB) Anniversary Fund Research Grant Project: Hautz, J., Hinterhuber, H.; Strategy and Performance - International and Product Diversification of large European Enterprises, project leader, <i>Sum: 42.000 €</i>
2009 - 2011	DOC – Scholarship: Doctoral program of the Austrian Academy of Sciences (ÖAW): Strategy and Performance - International and Product Diversification of large European Enterprises: Interrelationship and Performance Implications (Strategy and Performance), project leader, <i>Sum: 57.500 €</i>

EDITORIAL ACTIVITIES:

- **Guest editor Special Issue “Open Strategy: Transparency and Inclusion in Strategy Processes”,** Long Range Planning (*SSCI 4.847, A+*); 50/ 3, pp. 297-426 (June 2017) edited by WHITTINGTON, R. (Oxford University), HAUTZ, J. (University of Innsbruck), SEIDL, D. (University of Zurich)

ORGANIZATION OF ACADEMIC EVENTS:

- HAUTZ, J.; SEIDL, D.; WHITTINGTON, R.: Symposium “Open Strategy: Dimensions, Dilemmas, Dynamics” (SAP, TIM, BPS), (*SAP Showcase Symposium*), 2017 Academy of Management Annual Meeting (AoM), Atlanta
- HAUTZ, J: Academic Workshop on Open Strategy, University of Innsbruck, Austria, 07.03.216.

- HAUTZ, J.; SEIDL, D.; WHITTINGTON, R.: Symposium "Open Strategy and Open Governance: Practices and Technologies" (SAP, TIM, BPS), (*SAP Showcase Symposium*), 2015 Academy of Management Annual Meeting (AoM), Vancouver.
- WHITTINGTON, R; HAUTZ, J; SEIDL, D: *Open Strategy: Transparency and Inclusion in Strategy Processes*, Special Issue Workshop, Said Business School, University of Oxford, Oxford, UK, 30.06.2014 - 01.07.2014.

REVIEWER ACTIVITIES:

- Ad-hoc reviewer for Strategic Management Journal, California Management Review, Long Range Planning, Journal of Product Innovation Management, Creativity and Innovation Management, Journal of Interactive Marketing, R&D Management, Computer Networks, International Marketing Review
- Ad-hoc reviewer for Strategic Management Society (SMS) Annual International Conference, Hawaii International Conference on System Sciences (HICSS), International Conference on Information Systems (ICIS), *Associate Editor*: Track "Online Communities", European Academy of Management Conference (EURAM)

MEMBERSHIPS SCIENTIFIC COMMUNITIES:

- **Strategic Management Society** Interest Groups "*Corporate Strategy*", "*Knowledge & Innovation*", "*Strategy Practice*", Shortlisted for election 2017 as rep-at-at-large for Strategy Practice IG
- **Academy of Management** Divisions "*Business Policy and Strategy*", "*Technology & Innovation Management*"
- **European Academy of Management** Special Interest Groups "*Strategic Management*", "*Innovation*"

TECHNICAL SKILLS

Statistical Software: STATA, SPSS and UCINET, NetDraw:

- 07/2009: Essex Summer School in Social Science Data Analysis, Panel Data Econometrics, STATA
- 09/2009: Applications of Social Network Analysis, ASNA 2009
Workshop "Introduction to the Analysis of Network Data via UCINET and NetDraw"; Martin Everett, University of Manchester
- 07/2010: Essex Summer School in Social Science Data Analysis:
Introduction to Social Network Analysis: Rich DeJordy, Northeastern University, (two weeks course / 35 hrs)
- 06/2013: Eden Seminar on Social Network Analysis: Theory and methods, (one week course)

LANGUAGE SKILLS

- German:** Native language
- English:** Excellent, fluent in spoken and written,
- Spanish:** Basic, Business Spanish at the University

PUBLICATIONS

JOURNAL PUBLICATIONS (PEER REVIEWED):

- HAUTZ, J.: (2017) Opening up the Strategy Process – A Network Perspective. *Management Decision*. 55/9, pp.1956-1983
- STADLER, C.; MAYER, M.; HAUTZ, J.; MATZLER, K. (forthcoming): International and Product Diversification: Which Strategy Suits Family Managers? Special Issue: Family Firms and Family Governed Multinationals in the Global Economy, *Global Strategy Journal*.
- HAUSER, F.; HAUTZ, J.; HUTTER, K.; FÜLLER, J.: (2017): Firestorms: Modelling conflict diffusion and management strategies in online communities. *Journal of Strategic Information Systems*, <http://dx.doi.org/10.1016/j.jsis.2017.01.002>
- MAYER, M.; HAUTZ, J.; STADLER, C.; WHITTINGTON, R. (2017): Diversification and Internationalization in the European Single Market: The British Exception. *Business History Review*. 91/2, pp. 279-299
- HAUTZ, J., SEIDL, D. & WHITTINGTON, R. (2017), "Open strategy: dimensions, dilemmas, dynamics". *Long Range Planning*. 50/3, pp. 298-309
- FÜLLER, J.; HUTTER, K.; HAUTZ, J.; MATZLER, K. (2017): The role of professionalism in innovation contest communities. *Long Range Planning*. 50/2, pp. 243-259
- MATZLER, K., FÜLLER, J., HUTTER, K., HAUTZ, J. & STIEGER, D. (2016), "Crowdsourcing strategy: how openness changes strategy work", *Problems and Perspectives in Management*. 14/3, pp.450-460
- FÜLLER, J.; HUTTER, K.; HAUTZ, J.; BILGRAM, V.; MATZLER, K. (2015): Machiavellianism or morality - Which behavior pays off in innovation contests? *Journal of Management Information Systems*, 32/3, pp.197-228
- MAYER, M.; HAUTZ, J.; STADLER, C. (2015): The relationship between product and international diversification: the role of experience, *Strategic Management Journal*, 36/10, pp.1458-1468
- STADLER, C.; MAYER, M.; HAUTZ, J. (2015): Few Companies Actually Succeed at Going Global. *Harvard Business Review* <https://hbr.org/2015/03/few-companies-actually-succeed-at-going-global>
- KATHAN, W.; HUTTER, K.; FÜLLER, J.; HAUTZ, J. (2015): Reciprocity vs. Free-Riding in Innovation Contest Communities, *Creativity and Innovation Management*, 24/3, pp. 537-549
- MATZLER, K.; VEIDER V.; HAUTZ, J.; STADLER, C. (2015): The impact of family ownership, management and governance on innovation, *Journal of Product Innovation Management*, 32/3, pp. 319-333
- BAUER, F.; HAUTZ, J.; MATZLER, K. (2015): Unveiling the myths of M&A integration: challenging general management and consulting practice. *Journal of Business Strategy*, 36/2, pp.16-24
- HAUTZ, J.; MAYER, M.; STADLER, C. (2015): Advance and Retreat: How economics and institutions shaped the fate of the diversified firm in Europe, *International Studies of Management and Organization* 4/4, pp. 319-341
- FÜLLER, J.; HUTTER, K.; HAUTZ, J.; MATZLER, K. (2014): User roles and contributions in internet-based innovation-contest communities, *Journal of Management Information Systems*. 31/1, pp. 273-308.
- HAUTZ, J.; MAYER, M.; STADLER, C. (2014): Macro-Competitive context and diversification: manufacturing firms in France, Germany and the UK, *Long Range Planning*. 47/6, pp.337-352
- HAUTZ, J.; HUTTER, K.; FÜLLER, J.; THÜRRIDL, C. (2014): Let User generate the video ad: The impact of content source and quality on consumers' perception and intended behaviour, *Journal of Interactive Marketing*, 28/1, pp. 1-15. (JIM Best Paper Award 2015)
- KATHAN, W.; MATZLER, K.; FÜLLER, J.; HAUTZ, J.; HUTTER (2014): SECTION 2. Management in firms and organizations. Open innovation in SMEs: a case study of a regional open innovation platform. *Problems and Perspectives in Management* 12/1, pp. 16-26
- HAUTZ, J.; MAYER, M.; STADLER, C. (2013): Ownership identity and concentration: A Study of their joint Impact on Corporate Diversification Strategies, In: *British Journal of Management*, 24/1 pp.102-126
- HUTTER, K.; HAUTZ, J.; REPKE, K.; MATZLER, K. (2013): Open innovation in Small & Medium Enterprises: A Qualitative Analysis, *Problems and Perspectives in Management*, 11/1, pp. 12-21

- FÜLLER, J.; MATZLER, K.; HUTTER, K.; HAUTZ, J. (2012): Consumers' Creative Talent: Which Characteristics Qualify Consumers for Open Innovation Projects? An Exploration of Asymmetrical Effects. *Creativity and Innovation Management*, 21 /3, pp. 247-262
- HUTTER, K.; HAUTZ, J.; FÜLLER, J.; MÜLLER, J.; MATZLER, K. (2011): Communitition: The Tension between Competition and Collaboration in Community-Based Design Contests. *Creativity and Innovation Management* 20/1, pp. 3-21. **(Best Paper Award 2011)**
- MÜLLER, J.; ABFALTER, D.; HAUTZ, J.; HUTTER, K.; MATZLER, K.; RAICH, M. (2011): Differences in corporate environmentalism – a comparative analysis of leading US and German companies. *European Journal of International Management* 5/2, pp. 122-148.
- HUTTER, K.; HAUTZ, J.; FÜLLER, J.; MATZLER, K.; MAYR, A. (2010): Ideenwettbewerbe als innovatives Markenbindungsinstrument. *Marketing Review St. Gallen* 4, pp. 26-34
- FENDT, M.; HAUTZ, J.; PUNTSCHER, S. (2008): Demographischer Wandel - Strategische Implikationen für den Bankensektor. *BankArchiv*, Nr. 56/6, pp. 404 - 415

JOURNAL PUBLICATIONS (NON-PEER REVIEWED):

- STADLER, C.; HAUTZ, J.; MAYER, M. (2015): Nicht in ferne Länder schweifen, *Harvard Business Manager*, September 2015, pp.15-18
- FÜLLER, J.; HUTTER, K.; HAUTZ, J.; MATZLER, K. (2011): Kollektive Kooperation. Im Web 2.0 erleben Ideenwettbewerbe eine Renaissance. *Innovationsmanager* 13, pp. 22-24

UNDER REVISION AND REVIEW

- CEIPEK, R.; HAUTZ, J.; MAYER, M. (under review): Board capital and the Internet of Things: Governance in the Digital Era, submitted at the *AOM Specialized Conference: Big Data and Managing in a Digital Economy*, London, April, 2018
- CEIPEK, R.; HAUTZ, J.; MAYER, M.; MATZLER, K. (under 1st revision): Technological Diversification: A Systematic Review of Antecedents, Outcomes and Moderators, *International Journal of Management Reviews*
- HAUTZ, J.; MATZLER, K.; SUTTER, J.; HUTTER, K.; FÜLLER, J. (under 1st revision): Open practices along the strategy process, Chapter for the *Handbook of Open Strategy*, SEIDL, D.; WHITTINGTON, R; VON KROGH, G. (ed). Cambridge University Press. Cambridge, UK
- HAUTZ, J. (under 1st revision): Open Strategy – A network perspective, Chapter for the *Handbook of Open Strategy*, SEIDL, D.; WHITTINGTON, R; VON KROGH, G. (ed). Cambridge University Press. Cambridge, UK
- CEIPEK, R.; HAUTZ, J.; MAYER, M.; STADLER, C. (under review) Product diversification and technology scope: Inverted U-shaped relation and the role of international diversification. *British Journal of Management*

BOOKS

- MATZLER K., HAUTZ J., FÜLLER J., HUTTER K. (2013): *Der Open-Innovation Leitfaden für Klein- und Mittelbetriebe in Südtirol. Ein Praxishandbuch*, LVH Bozen

BOOK CHAPTERS

- MATZLER, K.; FÜLLER, J.; KOCH, B.; HAUTZ, J.; HUTTER, K. (2014): Open Strategy - A New Strategy Paradigm? In: MATZLER, K; PECHLANER, H; RENZL, B: *Strategie und Leadership. Festschrift für Hans H. Hinterhuber*. Wiesbaden: Springer Gabler, pp. 37 - 55.
- FÜLLER, J., HUTTER, K.; HAUTZ, J. (2013): The Future of Crowdsourcing – From Idea Contests to MASSive Ideation. In: Huff, A. S.; Reichwald, R.; Möslin, K. M. (eds): *Leading Open Innovation*, Boston, MA: MIT Press. pp. 241 - 261
- MÜLLER, J.; SILLER, L.; HAUTZ, J. (2010): Leadership in Polyzentrischen Netzwerken. Die Bedeutung von Shared Leadership in einem Bankennetzwerk. In: Pechlaner, H.; Raich, M.; Schön, S.; Matzler, K. (eds): *Change Leadership - Den Wandel antizipieren und aktiv gestalten*, Wiesbaden, Gabler Verlag. pp. 331 - 367

CONFERENCE PAPERS (PEER REVIEWED)

- CEIPEK, R.; HAUTZ, J.; MAYER, M.; STADLER, C.: Product, International and Technological Diversification: Interrelationship and Contingency Factors, Strategic Management Society 37th Annual International Conference, Houston, 28. – 31. 10. 2017.
- HAUTZ, J.; MATZLER, K.; SUTTER, J.: Open practices along the strategy process, 33rd EGOS Colloquium, Copenhagen, 06. - 08.07.2017.
- VEIDER, V.; STADLER, C.; HAUTZ, J.; MATZLER, K.: Family Managers and the relationship between exploratory and exploitative innovation, IFERA (International family research academy) Research Development Workshop, Bolzano, 17.03-18.03.2017.
- SHIRODKAR, V.; RAJWANI, T.; STADLER, C.; HAUTZ, J.; MAYER, M.: Corporate Political Activity And Firm Performance: Explicating The Moderating Effects Of Product And International Diversification. Strategic Management Society 36th Annual International Conference, Berlin, 17. – 20. 09. 2016.
- HAUTZ, J.: Opening up the Strategy Process – A Social Network perspective, 2015 Academy of Management Annual Meeting (AoM), Vancouver, 07.08.-11.08.2015.
- VEIDER, V.; STADLER, C.; HAUTZ, J.; MATZLER, K.: Family Managers and Organizational Ambidexterity. Strategic Management Society 35th Annual International Conference, Denver, 05.10.2015.
- STADLER, C.; MAYER, M.; HAUTZ, J.; MATZLER, K.: Diversified or Focused: Which Strategy Suits Family Managers. Strategic Management Society 34th Annual International Conference Strategies in a World of Networks, Madrid, 22.09.2014.
- FÜLLER, J.; HUTTER, K.; THÜRRIDL, C.; HAUTZ, J.: Don't mess with the crowd! The emergence and management of crowdsourcing disasters, 2014 Academy of Management Annual Meeting (AoM), Philadelphia, 01.08.-05.08.2014.
- MATZLER, K.; EDER, H.; HUBER, J.; HAUTZ, J.; VEIDER, V.: The Impact of Family Influence on Firm Volatility, 2014 Academy of Management Annual Meeting (AoM), Philadelphia, 01.08.-05.08.2014.
- MATZLER, K.; FÜLLER, J.; HUTTER, K.; HAUTZ, J.; STIEGER, D.: Crowdsourcing strategy: How openness changes strategy work – towards a research agenda. Oxford Workshop and Special Issue of Long Range Planning on Open Strategy: Transparency and inclusion in strategy processes, Oxford, 30.06.2014.
- FÜLLER, J.; HUTTER, K.; HAUTZ, J.; BILGRAM, V.; MATZLER, K.: Machiavellianism or morality - Which behavior pays off in innovation contests?, International Product Development Management Conference 2014 (IPDMC), Limerick, 14.06.-17.06.2014.
- MATZLER, K.; FÜLLER, J.; HUTTER, K.; HAUTZ, J.; STIEGER, D.: Social Media and Open Strategy: Towards a Research Agenda. 22nd European Conference on Information Systems (ECIS 2014), Tel Aviv, 08.06.2014.
- MATZLER, K.; FÜLLER, J.; HAUTZ, J.; HUTTER, K.: Open Strategy: Harnessing the collective intelligence of an organization in strategizing. ICKEM 2013 - 11th international Conference on Knowledge, Economy and Management, Valletta, 27.11.2013.
- MATZLER, K.; FÜLLER, J.; KOCH, B.; HAUTZ, J.; HUTTER, K.: Open strategy: Applying Principles of Open Innovation on Strategizing Processes. Strategizing Open Innovation: Foundations for new approaches, Bath, 19.09.2013.
- STADLER, C.; MAYER, M.; HAUTZ, J.; MATZLER, K.: Broad or narrow: which portfolio suits family managers and directors. 33rd Strategic Management Society (SMS) Annual International Conference, Atlanta, 28.09.-01.10.2013.
- MATZLER, K.; FÜLLER, J.; KOCH, B.; HAUTZ, J.; HUTTER, K.: Open Strategy - a new strategy paradigm? 11th Annual International Open and User Innovation Workshop, Brighton Business School, University of Brighton, UK, 15.07.-17.0.2013.
- HUTTER, K.; BJÖRK, J.; FÜLLER, J.; HAUTZ, J.; MAGNUSSON, M.: Ideation in firm-internal communities – The effects of network characteristics and roles, International Product Development Management Conference 2013 (IPDMC), Paris, 23.06.-25.06.2013.
- FÜLLER, J.; HUTTER, K.; HAUTZ, J.; MATZLER, K.: Virtual co-creation from a stakeholder network perspective, 42nd European Marketing Academy Conference (EMAC), Istanbul, 04.06.-07.06.2013.
- HAUTZ, J.; MAYER, M.; STADLER, C.: Competitive Context & Diversification: The Impact of Opportunities & Selection Pressures on Strategy, 2012 Academy of Management Annual Meeting (AoM), Boston, 02.08.-07.08.2012.
- FÜLLER, J.; HUTTER, K.; HAUTZ, J.; THÜRRIDL, C.: User-generated Videos – Impact of Source Credibility and Technical Quality on Consumer's Behavioral Intentions, 10th Annual International Open and User Innovation Workshop, Harvard Business School, Boston, 30.07.-01.08.2012.

- FÜLLER, J.; HUTTER, K.; THÜRRIDL, C.; HAUTZ, J.: When the crowd gets messy – how to avoid open innovation disasters? Open innovation: new insights and evidence conference, London, 25.06.2012 - 26.06.2012.
- FÜLLER, J.; HUTTER, K.; HAUTZ, J.: 'Brand Loyalty and its Impact on Consumers' Innovation Community Engagement, International Product Development Management Conference 2012 (IPDMC), Manchester, 17.06.-19.06.2012.
- HUTTER, K.; FÜLLER, J.; HAUTZ, J.; DENNHARDT, S.: Impact of social media on brand awareness and purchase intention: the case of MINI on Facebook, 41st European Marketing Academy Conference (EMAC), Lissabon, 21.05.-25.05.2012.
- FÜLLER, J.; MÜLLER, J.; HUTTER, K.; MATZLER, K.; HAUTZ, J.: Virtual Worlds as Collaborative Innovation and Knowledge Platform. 45th Hawaii International Conference on System Sciences, Maui, Hawaii, 04.01.-07.01.2012.
- FÜLLER, J.; HUTTER, K.; HAUTZ, J.: The Future of Crowdsourcing: from Idea Contests to MASSive Ideation, 2011 World Conference on Mass Customization, Personalization, and Co-Creation: Bridging Mass Customization & Open Innovation, San Francisco, 16.11.-19.11.2011.
- FÜLLER, J.; HUTTER, K.; HAUTZ, J.; MATZLER, K.: The Good into the Pot, the Bad into the Crop: How to identify the best Designs?, 9th Annual International Open and User Innovation Workshop, Vienna, 04.07-06.07.2011.
- FÜLLER, J.; HUTTER, K.; HAUTZ, J.; MATZLER, K.: The Good into the Pot, the Bad into the Crop: How to identify the best designs?, 18th International Product Development Management Conference, Delft, 05.06.-07.06.2011.
- HAUTZ, J.; MAYER, M.: Competitive Context of Diversification, 31st Strategic Management Society (SMS) Annual International Conference, Miami, 06.11.-09.11.2011. (*Finalist Best Conference Paper Award*)
- MATZLER, K.; HUTTER, K.; HAUTZ, J.; FÜLLER, J.: The innovativeness of SMEs: Linking employee engagement, employee loyalty, and individual innovative behaviour, 18th International Product Development Management Conference, Delft, 05.06.-07.06.2011.
- HAUTZ, J.; MAYER, M.; STADLER, C.: International and Product Diversification: The Role of Institutions, Strategic Management Society (SMS) - 30th Annual International Conference, Rome, 12.09.-15.09.2010.
- HAUTZ, J.; MAYER, M.; STADLER, C.: Product and International Diversification: Economic context and interdependence, 2010 Academy of Management Annual Meeting (AoM), Montréal, 06.08.-10.08.2010.
- HUTTER, K.; HAUTZ, J.; FÜLLER, J.; MATZLER, K.: Exploring the Relationship between Network Position and Idea Quality, 8th Annual International Open and User Innovation Workshop, MIT, Boston, 02.08.-04.08.2010.
- HUTTER, K.; HAUTZ, J.; FÜLLER, J.; MATZLER, K.: Building an Online Innovation Community: Roles of User-Generated Content, User Types and Motivation, The R&D Management Conference 2010, Manchester, 30.06.-02.07.2010.
- HUTTER, K.; HAUTZ, J.; FÜLLER, J.; MATZLER, K.: Where do the great ideas evolve? Exploring the relationship between network position and idea quality. The R&D Management Conference 2010, Manchester, 30.06.-02.07.2010.
- HUTTER, K.; HAUTZ, J.; MÜLLER, J.; FÜLLER, J.; MATZLER, K.: Communitition: The Tension Between Competition and Collaboration in Community Based Design Contests, International Product Development Management Conference 2010 (IPDMC), Murcia, 12.06.-15.06.2010.
- KOHLER, T.; HAUTZ, J.; MATZLER, K.; FÜLLER, J.: Engaging Avatars For Effective Co-Creation, 39th European Marketing Academy Conference (EMAC), Copenhagen, 01.06.-04.06.2010.
- HAUTZ, J.: Explaining International Diversification: The Role of Institutions, Competition and Product Diversification, 10th European Academy of Management, Rome, 19.05.-22.05.2010.
- HAUTZ, J.; HUTTER, K.; FÜLLER, J.; MATZLER, K.; RIEGER, M.: How to Establish an Online Innovation Community? The Role of Users and their Innovative Content, 43rd Hawaii International Conference on System Sciences, Kauai, Hawaii, 05.01.-08.01.2010.
- FÜLLER, J.; SCHMID, M.; HUTTER, K.; HAUTZ, J.; GEBAUER, J.; KUHN, M.: What motivates and hinders employees to engage in internal innovation communities?, The 2nd ISPIIM Innovation Symposium, New York City, 06.12.-09.12.2009. (*The Student Best Paper Award*)
- MÜLLER, J.; ABFALTER, D.; HAUTZ, J.; HUTTER, K.; MATZLER, K.; RAICH, M.: Corporate Environmentalism: A comparative analysis in leading US and German companies, 2009 Academy of Management Annual Meeting (AoM), Chicago, 07.08.-11.08.2009.
- MÜLLER, J.; SILLER, L.; HAUTZ, J.: Leadership in Polyzentrischen Netzwerken – Die Bedeutung von Shared Leadership in einem Bankennetzwerk. Symposium Entrepreneur Leader II, Ingolstadt, 09.10.2008 - 10.10.2008.