

# Curriculum Vitae

**Egbert Amoncio**

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## EDUCATION

- 2018–2022**      **Ph.D. in Quantitative Economics** — *Summa Cum Laude*  
Graduate School of Economics, Finance and Management  
Goethe University Frankfurt
- 2015–2018**      **M.Sc. in Quantitative Economics**  
Graduate School of Economics, Finance and Management  
Goethe University Frankfurt
- 2010–2015**      **B.S. in Statistics** — *Cum Laude*  
School of Statistics  
University of the Philippines

## ACADEMIC EMPLOYMENT

- 2022–Present**      **Goethe University Frankfurt**  
Postdoctoral Researcher
- 2019–2021**      **National University of Singapore**  
Teaching Assistant to Stefano Inama
- 2018–2022**      **Goethe University Frankfurt**  
Research Assistant to Prof. Dr. Cornelia Storz
- 2017–2018**      **Goethe University Frankfurt**  
Teaching Assistant to Prof. Dr. Cornelia Storz

## RESEARCH INTERESTS

Entrepreneurship; Innovation; Intellectual Property Rights; Digitalization; AI; Inclusivity; Sustainability; Visual Methods; Creative Industries

## AWARDS AND FELLOWSHIPS

- 2023–Present**      **World Intellectual Property Organization**  
Research Fellow
- 2022**              **Best Young Scholar Award (Economics/Management)**  
EPIP
- 2022**              **Steven Klepper Award for Best Young Scholar Paper**  
DRUID

## ORGANIZATION OF CONFERENCES AND WORKSHOPS

- 2022**                    **SASE Network F “KITE”**  
F-04 Cultural Entrepreneurship and Digital Transformation in Africa and Asia  
Organizer: Egbert Amoncio, Goethe University Frankfurt, Germany
- 2021**                    **SASE Network F “KITE”**  
F-07 AI and Big Data for Innovation: Going Beyond Patent Inventions  
Organizers: Egbert Amoncio, Goethe University Frankfurt; David Heller, Max Planck Institute for Innovation and Competition;
- 2020**                    **SASE Network F “KITE”**  
F-03 Knowledge Transfer and Innovation: Evidence from Micro-Level Firm and Patent Data  
Organizers: Egbert Amoncio and Na Zou, Goethe University Frankfurt

## INSTITUTIONAL SERVICE

- 2023–Present**        **World Intellectual Property Organization (WIPO)**  
Member, Innovation Working Group
- 2007–Present**        **Philippine Society of Youth Science Clubs**  
Member

## SERVICE TO THE FIELD

- 2022–Present**        External Reviewer for:  
*Organization Science*  
*Research Policy*  
*Entrepreneurship Research Journal*  
*R&D Management*  
*East Asian Journal of Popular Culture*

## KNOWLEDGE TRANSFER AND OUTREACH

- 2025**                    **WIPO Magazine**  
Amoncio, E., Cuntz, A., Muscarnera, A., & Sahli, M. (2025). “Music and Gender Insights.” WIPO. March 7, 2025. [URL](#)
- 2022–Present**        **World Intellectual Property Organization**  
Information session on Standing Committee on Trademarks, Industrial Designs, and Geographical Indications
- 2020–2022**           **World Trade Organization**  
Capacity-building for Least Developed Countries for the Committee on Rules of Origin
- 2017–2022**           **United Nations Conference on Trade and Development**  
Capacity-building for Least Developed Countries on Rules of Origin and Database on GSP Utilization Rates

## PROFESSIONAL MEMBERSHIPS

Verband der Hochschullehrer für Betriebswirtschaft (VHB)

Academy of Management (AOM)

Strategic Management Society (SMS)

Interdisciplinary Center for East Asian Studies (IZO)

## LANGUAGES

Cebuano (native speaker, C2)

English (native speaker, C2)

Filipino (fluent, C2)

German (fluent, B2)

Japanese (fluent, N2)

## LIST OF PUBLICATIONS

### A. Articles in Peer-Reviewed Journals

- Amoncio, E., Chan, T.H., & Storz, C. (2025). Using Computer Vision to Measure Design Similarity: An Application to US Design Rights. *Research Policy*, 54(9).
- Amoncio, E., Ramachandran, R., & Storz, C. (2024). Entrepreneurship Trainings and Human Capital Endowment: When Learning from External Sources Does (Not) Increase Performance. *Entrepreneurship Research Journal*, 15(1), 33–64.

### B. Book Chapters

- Amoncio, E. (2025a). Screen quota reduction and film distribution in Korea. In V. Hediger, M. Krings, B. Lang, & C. Storz (Eds.), *Distributed productivities: Digital transcreation and the new world order of cultural production*. Meson Press.
- Amoncio, E. (2025b). Digital platforms' geographic distribution strategies: The role of color in geotargeting. In C. Storz, V. Hediger, & M. Krings (Eds.), *Dis.Ordering distribution: Infrastructures, formats and practices in the circulation of culture* (Vol. 94). *Research in the Sociology of Organizations*.

### C. Edited Volumes

- Amoncio, E., Campanini, S., Lang, B., & Simmert, T. (Forthcoming). *Decentering "Soft Power": Cultural industries, policies and digital nation branding*. In *Research in the Sociology of Organizations*.

### D. Papers Under Review

- Amoncio, A., Armanios, D., Fu, X., Garg, S., Storz, C., & Zou, N. (2025). Business Scholars on Boards and Firm Innovation. *Strategic Management Journal*. R&R, 2nd Round.
- Amoncio, E., Cuntz, A., Muscarnera, A., & Toki, K. (2025). The Use and Protection of Māori Traditional Knowledge in Existing IP Rights. *Management Science*.
- Amoncio, E., Cuntz, A., & Fink, C. (2025). The Future is Under the Glass: Digital Design Protection and Appropriation Strategy. *Management Science*. **Job Market Paper**.

### E. Working Papers

- Amoncio, E., Bock, C., Ramachandran, R., & Storz, C. (2025). Entrepreneurial Presence on Social Media Platforms in Sub-Saharan Africa: Why Language Matters. To be submitted to *Entrepreneurship Theory and Practice*.
- Amoncio, E., & de Rassenfosse, G. (2025). Beyond the Pretty Face: Unmasking the True Power—and Limits—of Design Innovation. To be submitted to *Strategic Management Journal*.
- Amoncio, E., & Cornelius, P. (2025). Colors of Kickstarter. To be submitted to *Journal of Business Venturing*.
- Amoncio, E. (2025). When Policy Changes Affect Performance of Design Patent Examiners. To be submitted to *Research Policy*.
- Amoncio, E. (2025). Weak Design Patents and Patent Pendency. To be submitted to *The Review of Economics and Statistics*.

### F. Conference Papers (Peer-Reviewed)

- Amoncio, E., Cuntz, A., & Fink, C. (2025). The Future is Under the Glass: Digital Design Pro-

- tection and Appropriation Strategy. *Academy of Management*, Copenhagen, Denmark, July 2025.
- Amoncio, E., & de Rassenfosse, G. (2025). Beyond the Pretty Face: Unmasking the True Power—and Limits—of Design Innovation. *DRUID Conference*, Toronto, Canada, June 2025.
- Amoncio, E., Cuntz, A., & Fink, C. (2025). The Future is Under the Glass: Digital Design Protection and Appropriation Strategy. *Munich Summer Institute*, Munich, Germany, May 2025.
- Amoncio, E., & Carioli, P. (2024). Firm Design Innovation and Capabilities. *Strategic Management Society 44th Annual Conference*, Istanbul, Turkey, October 2024.
- Amoncio, E., Cuntz, A., Muscarnera, A., & Toki, K. (2024). The Use and Protection of Māori Traditional Knowledge in Existing IP Rights. *Asia-Pacific Innovation Conference*, Manila, Philippines, October 2024.
- Amoncio, E., Cuntz, A., & Fink, C. (2025). The Future is Under the Glass: Digital Design Protection and Appropriation Strategy. *9th Summer School on Data and Algorithms for ST&I Studies*, Virtual, 2024.
- Amoncio, E., & Cuntz, A. (2024). Overlapping Design Rights and Trademarks. *European Policy and Intellectual Property Conference*, Pisa, Italy, September 2024.
- Amoncio, A., Armanios, D., Fu, X., Garg, S., Storz, C., & Zou, N. (2024). Business Scholars on Boards and Innovation. *84th Annual Meeting of the Academy of Management Conference*, August 2024.
- Amoncio, E., & de Rassenfosse, G. (2024). U-Shape Relationship of Design Innovation and User Experience. *84th Annual Meeting of the Academy of Management Conference*, August 2024.
- Amoncio, E., Chan, T.H., & Storz, C. (2023). Using Computer Vision to Measure Design Similarity: An Application to US Design Rights. *Strategic Management Society 43rd Annual Conference*, Toronto, Canada, October 2023.
- Amoncio, E. (2023). Unintended Consequence of KSR v. Teleflex: A Natural Experiment on Identities Conflict Harming Performance. *European Policy in Intellectual Property*, Krakow, Poland, September 2023.
- Amoncio, E., Bergamini, M., & Van Looy, B. (2023). Linking Design and Utility Patents Through Image Matching. *Summer School on Data and Algorithms for ST&I Studies*, Barcelona, Spain, September 2023.
- Amoncio, E., Chan, T.H., & Storz, C. (2023). Computer Vision for Visual Analysis: New Insights From Product Design Visual Similarity. *83rd Annual Meeting of the Academy of Management Conference*, Boston, USA, August 2023.
- Amoncio, E. (2023). Evaluation of Nonobviousness. *83rd Annual Meeting of the Academy of Management Conference*, Boston, USA, August 2023.
- Amoncio, E., Chan, T.H., & Storz, C. (2023). Computer Vision and Product Design Visual Similarity: How Design Knowledge Flows. *DRUID Conference*, Lisbon, Portugal, June 2023.
- Amoncio, E. (2023). When Patent Policies Harm Performance: Multiple Work-Related Identities Conflict. *DRUID Conference*, Lisbon, Portugal, June 2023.

- Amoncio, E. (2023). When Patent Policies Harm Performance: Multiple Work-Related Identities Conflict. *Munich Summer Institute*, Munich, Germany, May 2023.
- Amoncio, E., Chan, T.H., & Storz, C. (2022). Using Computer Vision to Measure Product Design Visual Similarity. *Asia Pacific Innovation Conference*, Incheon University, Incheon, South Korea, October 2022.
- Amoncio, E., Chan, T.H., & Storz, C. (2022). Using Computer Vision to Measure Product Design Visual Similarity. *INFORMS Conference*, Indianapolis, USA, October 2022.
- Amoncio, E., Chan, T.H., & Storz, C. (2022). Computer Vision and Product Design Visual Similarity: How Design Knowledge Flows. *European Policy in Intellectual Property*, Cambridge, UK, September 2022. Nominated for Best Young Scholar Award.
- Amoncio, E. (2022). Weak Patents: AI for Detecting Obviousness. *7th Summer School on Data and Algorithms for ST&I Studies*, Leuven, Belgium, September 2022.
- Amoncio, E. (2022). Obvious Patents are Not Obvious: AI for Detecting Weak. *VHB-TIE Tagung*, Kassel, Germany, September 2022.
- Amoncio, E. (2022). Obvious Patents are Not Obvious: AI for Detecting Weak. *British Academy of Management Conference*, Manchester, UK, September 2022.
- Amoncio, E., Ramachandran, R., & Storz, C. (2022). No Silver Bullet: How Digital Technologies Impact Market and Business Outcomes in Developing Environments. *SASE's 34th Annual Meeting*, Amsterdam, Netherlands, July 2022.
- Amoncio, E., & Storz, C. (2022). Dynamic Optimal Distinctiveness in Korean Films. *SASE's 34th Annual Meeting*, Amsterdam, Netherlands, July 2022.
- Amoncio, E., Armanios, D., Fu, X., Garg, S., Storz, C., & Zou, N. (2022). Academic Scientists and Firm Innovation. *SASE's 34th Annual Meeting*, Amsterdam, Netherlands, July 2022.
- Amoncio, E. (2022). Obvious Patents Are Not Obvious: AI for Detecting Weak Patents. *DRUID Conference*, Copenhagen, Denmark, June 2022. Nominated for Best Young Scholar Award.
- Amoncio, E., Ramachandran, R., & Storz, C. (2022). No Silver Bullet: How Digital Technologies Impact Market and Business Outcomes in Developing Environments. *DRUID Conference*, Copenhagen, Denmark, June 2022.
- Amoncio, E., Chan, T.H., & Storz, C. (2022). Computer Vision Approaches to Visual Similarity Analysis: How Product Design Similarity Leads to Strategic Avoidance. *European Policy in Intellectual Property*, Orlando, Florida, April 2022.
- Amoncio, E., Ramachandran, R., & Storz, C. (2021). Entrepreneurship Trainings and Human Capital Endowment: When Learning from External Sources Does (Not) Increase Performance. *81st Academy of Management Conference*, Virtual, August 2021.
- Amoncio, E., Ramachandran, R., & Storz, C. (2021). More for Less: Evidence from Cost Reduction Management Trainings for Micro-Enterprises. *81st Academy of Management Conference*, Virtual, August 2021.
- Amoncio, E. (2021). Pictures Worth A Thousand Words? AI for Design Patents. *81st Academy of Management Conference*, Virtual, August 2021.
- Amoncio, E. (2020). Computer Vision and Design Patents. *5th Summer School on Data and Algorithms for ST&I Studies*, Leuven, Belgium, September 2020.

## G. Invited Talks

- Amoncio, E., Cuntz, A., Muscarnera, A., & Toki, K. (2025). The Use and Protection of Māori Traditional Knowledge in Existing IP Rights. *WIPO Creative Economy Seminar*, Geneva, Switzerland, October 2025.
- Amoncio, E., Cuntz, A., Muscarnera, A., & Toki, K. (2025). The Use and Protection of Māori Traditional Knowledge in Existing IP Rights. *Taiwan Symposium on Innovation Economics and Entrepreneurship*. Invited by Po-Hsuan Hsu, Taipei, Taiwan, September 2025.
- Amoncio, E., Cuntz, A., & Fink, C. (2025). The Future is Under the Glass: Digital Design Protection and Appropriation Strategy. *Information Session for the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT)*, WIPO, Geneva, Switzerland, July 2025.
- Amoncio, E., Chan, T.H., & Storz, C. (2024). Using Computer Vision to Measure Design Similarity: An Application to US Design Rights. *Max-Planck Institute*, invited by Prof. Dr. Dietmar Harhoff, Munich, Germany, May 2024.
- Amoncio, E., Chan, T.H., & Storz, C. (2024). Using Computer Vision to Measure Design Similarity: An Application to US Design Rights. *University of Stuttgart*, invited by Prof. Dr. Ferran Giones Valls, Stuttgart, Germany, May 2024.
- Amoncio, E. (2022). Same same but different: How granted obvious design patents affect pendency? An Image Similarity AI Approach. *Seoul National University*, invited by Prof. Keun Lee, Seoul, South Korea, October 2022.

## LIST OF COURSES TAUGHT

### Goethe University Frankfurt

<b>Winter 2025/26</b>	<b>Japanese Economy</b> Bachelor, ca. 50 participants, English and Japanese
<b>Winter 2024/25</b>	<b>Japanese Economy</b> Bachelor, ca. 40 participants, English and Japanese
<b>Winter 2023/24</b>	<b>Research in Innovation: Recent Developments in Theory and Methods</b> Ph.D., ca. 15 participants, English
<b>Summer 2022</b>	<b>Research in Innovation: Recent Developments in Theory and Methods</b> Ph.D., ca. 10 participants, English
<b>Summer 2021</b>	<b>Bachelor Colloquium for Japanese Studies</b> Bachelor, 35 participants, English and German
<b>Winter 2020/21</b>	<b>Research in Innovation: Recent Developments in Theory and Methods</b> Ph.D., ca. 10 participants, English
<b>Summer 2020</b>	<b>Advanced Japanese Economy</b> Bachelor, ca. 30 participants, English  <b>Entrepreneurship in Emerging Economies and Economic Development</b> Master, ca. 25 participants, English
<b>Summer 2019</b>	<b>Entrepreneurship in Emerging Economies</b> Master, ca. 25 participants, English
<b>Summer 2018</b>	<b>East Asia and Innovation: Then and Now</b> Master, ca. 35 participants, English