

PERSONAL DETAILS

M (TW): +
M (NL): +31 629620649
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E: i.rozentale@uva.nl

AREAS OF EXPERTISE

Business models
Strategic management
Innovation management
Paradoxical decision-making
Qualitative and quantitative research
Qualitative Comparative Analysis
Placemaking
Urban design and planning
Community development
Entrepreneurship
Creative industries
Creative cities
Service firms

SUMMARY

My professional experience and interests combine strategic management, particularly in beyond-profit settings, with topics related to creativity, design, sustainability, and urban planning. In my PhD project, I studied how creative service firms manage conflicting goals through business model design. I have worked on placemaking and projects that involve using creativity and community development as tools for solving complex urban and organizational problems in a more sustainable and responsible manner. I lecture and consult on these topics. I am fascinated by research methods and data science.

Ieva Rozentāle

Resume

RELEVANT PROFESSIONAL EXPERIENCE

Senior Researcher Mindworks 2018 - Present
Greenpeace East Asia (TW)

Mindworks is the cognitive lab of Greenpeace, using insights from cognitive sciences to support GP campaigns in:

- capacity building through experience and learning design
- campaign design for mindset shifts
- research, impact measurement and monitoring

PhD Candidate 2013 - 2018
Amsterdam Business School, University of Amsterdam (NL)
Research project "[The Battle of The Souls](#): Cultural and business orientations of creative firms and their effect on business models, growth and internationalization"

Co-founder 2014 - Present
nēbetjā, placemaking research and consultancy (LV)
Examples of projects completed:
- Redevelopment of an old factory into a creative cluster (strategy and implementation plan, community activation)
- Development strategy for a common identity, economy and public space of a new parish after an administrative reform
- Rebranding and implementation strategy of an ethnographic museum into a community and skill development center

ACADEMIC QUALIFICATIONS

Erasmus University Rotterdam (NL) 2010-2012
MA Cultural Economics and Cultural Entrepreneurship
Thesis: "Beyond Mapping – Understanding Creative Industries in Post-Command Economy Cities. The case of Riga." (Cum Laude)

University of Latvia & Urban Institute (LV) 2012
Urban Studies and Planning, 6 weeks intensive course

Latvian Academy of Culture (LV) 2006 - 2010
Bachelor Intercultural Relations, specialisation France
Thesis: "The Diplomatic Relations between Latvia and France during the Interwar Period." (Cum Laude)

LECTURING

University of Amsterdam 2013 - 2018
Data-Driven Business Innovation and Entrepreneurship
Master theses supervision, MBA and Macro Economics
Economics of Markets and Organizations

Erasmus University Rotterdam 2012 - 2013
Economics Aspects of Cultural Industries
Creative Cities

SELECTED PUBLICATIONS

- Deichmann, D., Rozentale, I. & Baarnhoorn, R. (2017). Open innovation generates great ideas, so why aren't companies adopting them? *Harvard Business Review*.
- Rozentale, I. (2017, 12 October). Dealing with a paradox. *DUDE*, 2, (4). (Magazine of the Dutch Designers Association), December, 54-57.
- Rozentale, I. (2014). Creative industries during economic recession: the case of Riga. *Regional Studies, Regional Science*, 1(1), 329-335.
- Rozentale, I., & Lavanga, M. (2014). The "universal" characteristics of creative industries revisited: The case of Riga. *City, Culture and Society*.

SELECTED RECENT PRESENTATIONS

- Rozentale, I. & Deichmann, D. (2017, 25 October). Discussion session organization and presentation of research results: Successfully implementing your crossover projects. DRIVE, Design Research and Innovation Festival, Dutch Design Week, Eindhoven.
- Rozentale, I. (2017, 12 October). Presentation: What can placemakers learn from paradox scholars? International Placemaking Week, Pakhuis de Zwijger, Amsterdam.
- Rozentale, I. & Baalen, P. van (2017). Killing two birds with one business model: Unraveling successful configurations for achieving conflicting goals. International QCA Young Researcher Workshop, Zurich, Switzerland, December.
- Rozentale, I. (2017, July). *Designing business models for paradoxical goals: Lessons from creative service firms*. Paper presented at the 33rd EGOS Colloquium 2017, Sub-theme 09: (SWG) The Lived Experiences of Paradoxes: Passions, Defenses and Competing Demands, Copenhagen, Denmark.
- Rozentale, I. & Jong, de V. (2016, January 28). *Naar economische en maatschappelijke impact van de creatieve industrie: Opschaling?* Presentation for the Dutch Creative Council, Amsterdam, The Netherlands.
- Rozentale, I. (2015, October). *(New?) Business Models for Cross-overs?* Presentation for Drive Click NL - Design Research and Innovation Festival for the Creative Industry, Dutch Design Week, Eindhoven, The Netherlands.
- Rozentale, I., Kinasts, J. & Jong, de V. (2015, June) *A Placemaking Approach to Creative Clusters: Towards a Practical Framework for Strategizing and Conceptualization*. Working paper presented in the International Seminar – Cultural and Creative Quarters and Clusters: Developing a Global Perspective, Angers, France.

SKILLS AND QUALIFICATIONS

Mastering Software Development in R (in progress, 2 out of 5 courses finished)
Specialization track on Coursera by Johns Hopkins University

Qualitative Comparative Analysis and Set-Theoretic Methods
Advanced course, ECPR Winter School in Methods and Techniques, 2016, Bamberg, Germany
ECPR Summer School in Methods and Techniques, 2014, Ljubljana, Slovenia

Latvian: native language
English: high proficiency (TOEFL ITB, 2010 – 105/120)
French: high proficiency (graduated with level C1)
Dutch: advanced proficiency
Russian: advanced proficiency

INTERESTS

Sustainable urban development and related research and activism; Extreme sports, cycling, outdoors; Nature and sustainability; Zero Waste movement; Languages, art, photography, music, contemporary dance, 20th century literature;