

**CURRICULUM VITAE DR. RER. POL. DIPL.- PSYCH. MARTIN RATZMANN**

University of Bayreuth, Faculty of law, business and economics

Chair of strategic management and organization

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Date of birth 05/27/1974

**ACADEMIC WORK EXPERIENCE**

- 2023-2027** Research Associate; University of Bayreuth, Universitätsstraße 30, 95447 Bayreuth; Lecturer and academic services; Project collaboration in the project " Innovative university: RIA - Regional Innovation Architecture for Transformative Change"
- 2015-2023** Research Associate; University of Bayreuth, Universitätsstraße 30, 95447 Bayreuth; Lecturer and academic services; Project collaboration in the project "Humanization of Digital Work through Coworking Spaces (Hierda)"
- 2012-2015** Research Associate; University of Bayreuth, Universitätsstraße 30, 95447 Bayreuth; Lecturer and academic services; Project collaboration in the BMBF-funded project "derobino – Demography-Robust Innovation for Research and Development Teams – Innovation Capability in Demographic Change")
- 2010-2011** Research Associate; University of Bayreuth, Universitätsstraße 30, 95447 Bayreuth; Project collaboration in the BMBF-funded project "FLEX4WORK – Integration and Implementation of Flexibility Strategies for Permanent and Temporary Employees"
- 2010** Freelance Author; HausMed E-Health Services GmbH, Parkstraße 10, 50968 Cologne  
Author as part of the development of an innovative healthcare offering in the field of E-Health
- 2009** Independent Cooperation Partner; University of Hamburg, Institute for Marketing and Media;  
Conducting complex multivariate analyses of large datasets on the strategic innovation behavior of suppliers
- 2008-2009** Research Associate; University of Greifswald, Chair of Business Administration & Organization, Human Resources, and Innovation Economics; Analysis of intercultural influences on the success of innovations in an interdisciplinary research project;  
Conceptualization of a methodology workshop on moderator and mediator analyses

**ACADEMIC EDUCATION**

- Since 2022** Habilitation candidate at the Faculty of Law and Economics, University of Bayreuth.
- 2010-2016** University of Bayreuth; Economics (Doctor of Economics: summa cum laude)
- 1997-2003** University of Greifswald; Psychology; focusing on work and organizational psychology and clinical psychology (Diploma - equivalent to M.Sc.)

## **ACADEMIC ASSOCIATIONS & SERVICES**

<b>Memberships</b>	American Psychology Association (APA) Deutsche Gesellschaft für Psychologie (DGPs) Verband der Hochschullehrerinnen und Hochschullehrer für Betriebswirtschaft e.V. (VHB)
<b>Adhoc-Reviewer</b>	Bundesministerium für Bildung und Forschung (BmBF), Discover Sustainability, European Management Journal, Humanities & Social Sciences Communications, Journal of Business Research, Journal of Product Innovation Management, Review of Managerial Science, Scientific Reports, Small Business Economics, The Polish Statistician, Zeitschrift für KMU und Entrepreneurship
<b>Expertise</b>	Application of Structural Equation Modeling (SEM), Machine Learning, Computer-Assisted Text Analysis; Programming/ Modeling: R, Mplus, Python, SPSS

## **TRAININGS**

<b>2025</b>	<i>A Gentle Introduction to R</i> (QUANTFISH) <i>Introduction to Mixture Modeling with Mplus</i> (QUANTFISH)
<b>2023</b>	<i>Advanced Learning Algorithms</i> (DeepLearning.AI / Stanford online)
<b>2022</b>	<i>Supervised Machine Learning: Regression and Classification</i> (DeepLearning.AI / Stanford online)
<b>2021</b>	<i>Machine Learning</i> (Stanford online; Andrew Ng)
<b>2020</b>	<i>Causal Data Science with Directed Acyclic Graphs</i> (Udemy-Online; Paul Hünemund)
<b>2017-2021</b>	<i>Structural Equation Modeling with R (as lecturer)</i>
<b>2015-2016</b>	<i>Structural Equation Modeling with SmartPLS (Partial Least Squares) (as lecturer)</i>
<b>2014</b>	Spring Conference of the Society for Ergonomics in Munich: Consequences of an Aging Society in Research and Development – Constraints or Potential for the Innovation Process (as lecturer)
<b>2012</b>	48th Congress of the German Psychological Society in Bielefeld: Structural Determinants of Innovation Capability in Teams (as lecturer) University of Bayreuth: Mplus – Concepts and Methods (as lecturer)
<b>2011</b>	University of Bayreuth: Mplus – Techniques and Methods (as lecturer)
<b>2010</b>	University of Bayreuth: Practical Statistical Applications in Mplus (as lecturer)
<b>2008-2009</b>	University of Greifswald: Introduction to Forecast Research with SPSS/PASW, including Moderator and Mediator Analyses (as lecturer, 3x) Special Business Administration; Seminar: “Satisfaction and Satisfaction Measurement”, University of Greifswald, Faculty of Law and Economics
<b>2009</b>	Freie Universität Berlin: Mplus Short Courses ( <i>Muthén and Muthén</i> ) University of Hamburg: Estimation of Linear Structural Equation Models with AMOS 7.0
<b>2008</b>	University of Greifswald: Estimation of Linear Structural Equation Models with AMOS 7.0 Academy of Management Annual Meeting (Los Angeles): The Questions We Ask
<b>2007</b>	Medical Association of Mecklenburg-Western Pomerania (Stralsund): Internet Pornography and Cybersex – Opportunities and Risks 8th Warnemünde Psychotherapy Days: The Body in Psychotherapy

- 2007** Medical Association of Mecklenburg-Western Pomerania: 2nd Sexual Medicine Symposium: Sexuality – Reproduction: One Child – and then?
- 2006** Neurological Rehabilitation Center Greifswald: Neuropsychological Diagnostics and Therapy
- 2004** UNESCO-IHE: Conference on Water and Authentic Leadership for Sustainable Development

## **PUBLICATIONS**

- Bouncken R, Ratzmann M (in revision: TJIS-2023-ER-0027.R3): Alignment of Entrepreneurial and Digital Postures and Sales Growth for Coping with Severe Environmental Uncertainty: European Journal of Information Systems
- Bouncken R, Ratzmann M, (in revision: JPIM-12-22-5208.R3): Community and Traversity as Innovation Facilitators. A Study of Coworking Spaces: Journal of Product Innovation Management
- Covin, J G, Garrett R P, Bouncken R B, Ratzmann M, Muhammad M (2023): Core Business Prospects and the Management of Internal Corporate Ventures Small Business Economics
- Bouncken R, Ratzmann M, Covin J. G., Pesch R. (2023): Post-Formational Buyer Directives: Aid or Harm for Learning and Innovation in Alliances? Industrial Marketing Management
- Bouncken R, Ratzmann M, Covin J (2023) Fluffy cuffs: SME's innovation in alliances with buyer firms. Small Business Economics.
- Bouncken R, Ratzmann M, (2022) Job Crafting. Wissenstransferprojekt „Krisen- und Transformationsmanagement in kleinen und mittleren Unternehmen (KuTKMU)“.
- Bouncken R, Ratzmann M, Kraus S (2021) Anti-aging: How innovation value creation is shaped by firm age and mutual knowledge creation in an alliance. Journal of Business Research(137): 422-429.
- Bouncken RB, Ratzmann M, Tiberius V, Brem A (2020) Pioneering Strategy in Supply Chain Relationships: How Coercive Power and Contract Completeness Influence Innovation. IEEE Transactions on Engineering Management: 1-16.
- Bouncken RB, Hughes M, Ratzmann M, Cesinger B, Pesch R (2020) Family Firms, Alliance Governance, and Mutual Knowledge. British Journal of Management 31(4): 769-791.
- Bouncken R, Ratzmann M, Barwinski R, Kraus S (2020) Coworking spaces: Empowerment for entrepreneurship and innovation in the digital and sharing economy. Journal of Business Research 114: 102-110.
- Bouncken RB, Ratzmann M, Pesch R, Laudien SM (2018) Alliances of service firms and manufacturers: Relations and configurations of entrepreneurial orientation and hybrid innovation. Journal of Business Research 89: 190-197.
- Ratzmann M, Pesch R, Bouncken R, Climent CM (2018) The Price of Team Spirit for Sensemaking Through Task Discourse in Innovation Teams. Group Decision and Negotiation 27(3): 321-341.
- Ratzmann M, Gudergan SP, Bouncken R (2016) Capturing heterogeneity and PLS-SEM prediction ability: Alliance governance and innovation. Journal of Business Research.
- Ratzmann M (2016) Teamwissen und -leistung in Innovationsprojekten: Konsequenzen heterogener Teamstrukturen und ihrer Wertschätzung für die Teamwahrnehmung (BoD - Books on Demand. Norderstedt).
- Ratzmann M, Terstegen S, Weiß R (2015) Personen und Prozesse in Innovationsprojekten: Simulation und empirische Befunde. In Langhoff T, Bornewasser M, Heidling E, Kriegesmann B, Falkenstein M (Hrsg.) Innovationskompetenz im demografischen Wandel: Konzepte und Lösungen für die unternehmerische Praxis:(Springer Gabler. Wiesbaden).
- Ratzmann M (2015a) Die Rolle des Teamdesigns für die Teamleistung. In Bornewasser M, Schlick CM, Bouncken RB (Hrsg.) Teamkonstellation und betriebliche Innovationsprozesse:(Springer. Wiesbaden).
- Ratzmann M (2015b) Organisationentwicklungsmaßnahmen. In Bornewasser M, Schlick CM, Bouncken RB (Hrsg.) Teamkonstellation und betriebliche Innovationsprozesse:(Springer. Wiesbaden).

- Ratzmann M (2015c) Zusammenarbeit in altersdiversen Innovationsteams. In Bornewasser M, Schlick CM, Bouncken RB (Hrsg.) Teamkonstellation und betriebliche Innovationsprozesse:(Springer. Wiesbaden).
- Ratzmann M, Lehmann C, Köhn A, Hiller M (2014) Alters- und Rollenstruktur in Innovationsteams am Beispiel des Verarbeitenden Gewerbes in Deutschland. In Bouncken RB, Pampel J, Fischer H, Lehmann C (Hrsg.) BaRoS - Bayreuth Reports on Strategy, Vol. 8:(Universität Bayreuth. Bayreuth).
- Ratzmann M, Lehmann C, Bouncken R. 2014. Konsequenzen einer alternden Belegschaft in FuE - Einschränkungen oder Potenzial für den Innovationsprozess. Paper presented at the GfA-Frühjahrskongress 2014: Gestaltung der Arbeitswelt der Zukunft, München.
- Bouncken RB, Pesch RN, Ratzmann M, Clauß T (2014) The Muscle of Co-poiesis: Firm Performance in Alliances by Governance of Knowledge Conversion. *Academy of Management Proceedings*(1): 13509.
- Bouncken RB, Lehmann C, Ratzmann M (2014) The road to hell is paved with good intentions: inequality through temporary work in Germany. *International Journal of Business Research* 14(4): 167-184.
- Bouncken RB, Lehmann C, Ratzmann M (2013) Shades of Gray: Performance of External Work Arrangements under Operational and Strategic Contingencies. *Journal of Business Economics* 13(1): 61-72.
- Przybysz P, Schneider S, Mütze-Niewöhner S, Ratzmann M, Schlick CM. 2013. Prognose der Leistungsfähigkeit demografierobuster Innovationsteams mit Hilfe künstlicher neuronaler Netze. In GfA (Hrsg.), Bericht zum 59. Kongress der Gesellschaft für Arbeitswissenschaft: 119-122. Krefeld: GfA-Press, Dortmund 2013.
- Bouncken RB, Hassan J, Ratzmann M. 2013. Dancing with Power Asymmetries of Innovation Timing in the Supply Chain Framework *Academy of Management (AOM) Annual Meeting*. Lake Buena Vista (Orlando).
- Bouncken RB, Ratzmann M, Hassan J. 2012. Innovation Timing in Supply Chain Alliances: Contingent Performance of Pioneers and Followers, *Academy of Management (AOM) Annual Meeting*. Boston.
- Ratzmann M, Deurloo J (2012) Work-Life-Balance und flexible Arbeitszeiten als Ziel und Vorbedingung des Erfolges. In Bouncken RB, Bornewasser M (Hrsg.) Beiträge zur Flexibilisierung: Flexibilität in Unternehmen - Rahmenbedingungen und Perspektiven, Vol. 2:(Rainer Hampp Verlag. München & Mering).
- Bouncken RB, Schulze K, Ratzmann M. 2012. Can Coopetition Improve Innovation? A Study of Innovation Forms and its Contingencies, *Academy of Management (AOM) Annual Meeting*. Boston
- Lehmann C, Ratzmann M, Bouncken RB (2012) Nutzungsstrategien der Zeitarbeit in Industrieunternehmen. In Bouncken RB, Bornewasser M (Hrsg.) Beiträge zur Flexibilisierung: Zeitarbeit und Flexibilisierung - Ergebnisse des Forschungsprojektes Flex4Work, Vol. 4:(Rainer Hampp Verlag. München & Mering).
- Bouncken RB, Lehmann C, Ratzmann M (2012a) Don't Bite Off More Than You Can Chew: Proper Tasks For External Work Assignments. *International Journal of Business Research* 12(5): 27-42.
- Bouncken RB, Lehmann C, Ratzmann M (2012b) Examining the blind spot of temporary work research: A new approach to the segmentation of temporary work agencies. *International Journal of Business Research* 11(5): 1-15.
- Ratzmann M, Lehmann C (2011) Erfolgsorientierte Segmentierung von Personaldienstleistern. In Bouncken RB, Bornewasser M (Hrsg.) Beiträge zur Flexibilisierung: Balance von Flexibilität und Stabilität, Vol. 1:(Universität Bayreuth & Universität Greifswald. Bayreuth & Greifswald), 137-156.
- Bouncken RB, Lehmann C, Ratzmann M (2011) Erhebung Mittelständische Zeitarbeit. In Bouncken RB, Bornewasser M (Hrsg.) Beiträge zur Flexibilisierung: Balance von Flexibilität und Stabilität, Vol.
- Bouncken RB, Lehmann C, Ratzmann M (2009) Tools oder Leadership - Empirische Ergebnisse zum Erfolg von Planungsinstrumenten und Führung in KMU. In Meyer JA (Hrsg.) Jahrbuch KMU-Forschung: Management-Instrumente in kleinen und mittleren Unternehmen:(Josef Eul Verlag. Köln), 13-29.
- Bouncken RB, Ratzmann M, Winkler V (2008) Cross-Cultural Innovation Teams: Effects of Four Types of Attitudes towards Diversity. *International Journal of Business Strategy (IJBS)*(1): 26-37.

