

# Christina Lubinski

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## TEACHING AND RESEARCH AREAS

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Business History  
Entrepreneurship

## CURRENT ACADEMIC APPOINTMENT

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10/2019–present      Professor (tenured) of Business History and Entrepreneurship  
Copenhagen Business School, Department of Management, Politics and  
Philosophy, Copenhagen, Denmark

Member of the research group “Research in Blended Learning”, 2017-2022

## PREVIOUS ACADEMIC APPOINTMENTS

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08/2018–05/2020      Professor of Clinical Entrepreneurship  
Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business,  
University of Southern California, Los Angeles, CA

- Co-initiator of the Historical Entrepreneurship Initiative
- Mentor of the "Athena Women’s Entrepreneurship Summit", Oct./Nov.  
2018 and again Oct./Nov. 2019

04/2014–08/2018      Associate Professor (tenured)  
Copenhagen Business School, Department of Management, Politics and  
Philosophy, Copenhagen, Denmark

- Academic Director of 2-year full-time master’s program "Organizational  
Innovation and Entrepreneurship" (2015–2018)

07/2011–03/2014      Research Fellow, German Historical Institute Washington DC, USA

07/2010–06/2011      Harvard-Newcomen Postdoctoral Fellow, Harvard Business School,  
Entrepreneurial Management Unit, Boston MA, USA

04/2010                  Visiting Fellow, Faculty of Economics and Business, Universitat de Barcelona,  
Spain

## EDUCATION

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2010/11                  Postdoctoral Fellow  
Harvard Business School, Entrepreneurial Management Unit

2009                      PhD in Business History (Summa Cum Laude)  
University of Goettingen, Germany

2005 Master in History and Business Administration  
University of Goettingen, Germany

#### **AWARDS AND HONORS**

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- 2020 Named “Favorite MBA Professor” by Komal Shah, 2020 Best & Brightest MBAs, Poets & Quants, <https://poetsandquants.com/2020/05/02/2020-best-brightest-mbas-komal-shah-usc-marshall/>
- 2016 DSEB (Danish Society for Education and Business) Education Prize 2016 for redesigning the Copenhagen Business School master’s program "Organizational Innovation and Entrepreneurship"
- 2015 Henrietta Larson Article Award for the best article in *Business History Review* in 2015 for "Global Trade and Indian Politics"
- 2015 International Business' Best Teacher Award of the academic year 2015/2016, Copenhagen Business School
- 2014 European Business History Association Best Paper Prize for "Making India or Made in India? Nationalistic Consumption and European Business in Pre-Independence India," Annual Meeting 2014, Utrecht, Netherlands
- 2013 Oxford Journals Article Prize for the best article in *Enterprise & Society* for "Managing Political Risk in Global Business" (with Geoffrey Jones)
- 2010 Prize for Business History by the German Society for Business History for the best research monograph in 2010 for "Family Business in Germany: Corporate Governance and Shareholder Relations since the 1960s" (Beck 2010)

#### **SERVICES**

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##### *Academic Community*

- Senior Editor of *Management and Organizational History*, since 2015.
- Advisory Board member for “GLOCAL: Global Markets, Local Creativities”, a two-year master’s program organized by the universities of Glasgow, Goettingen, Rotterdam and Barcelona; funded by the European Union *Erasmus Mundus program*, since 2019.
- Services to the Business History Conference: Nominating Committee (2020–2022); Program Committee (2019); Paper Development Workshop Committee (2016–present); Trustee (2015–2018); Member of the search committee for Secretary/Treasurer.
- Mentor and faculty member of the BHC Doctoral Colloquium, funded by Cambridge University Press, Charlotte, NC, March 11-12, 2020.
- Mentor and faculty member of the 10th EBHA Doctoral Summer School, Barcelona, July 8-11, 2020.
- Reviewer for Journals: *Organization Studies*, *Strategic Entrepreneurship Journal*, *Socio-Economic Review*, *Strategic Organization*, *Journal of Family Business Strategy*, *Small Business Economics*, *Business History Review*, *Business History*, *Enterprise & Society*, *Economic History Review*, and others.

- Reviewer for funding organizations: German Research Foundation [Deutsche Forschungsgemeinschaft], Austrian Ministry for Education [Österreichisches Bundesministerium für Bildung, Wissenschaft und Forschung] for Marietta Blau Stipendium.
- Co-editor (with Jeffrey Fear, Glasgow) of book series *International Studies in Business History*, Routledge, 2015–2018.

#### *Copenhagen Business School*

- Academic Director for the master's program "Organizational Innovation and Entrepreneurship", annual intake: 80-100 students, 2015–2018.
- Chair of search and assessment committee for Associate Professor in "Design Entrepreneurship", completed 2018.
- Chair of search and assessment committee for Assistant Professor in "Management, Development and Growth of Danish Owner-Managed Businesses", completed 2016.
- Expert and contact for the press on "Startups and Entrepreneurship" at Copenhagen Business School, <https://lnkd.in/gFRxhuS>.
- Member of the research group "Research in Blended Learning" (<http://ribl.cbs.dk/>); Project about the future of technology-enhanced teaching and learning in higher education, 2017-2022.

#### *University of Southern California*

- Co-Research Director of Lloyd Greif Center for Entrepreneurial Studies, since 2019-2020.
- Member of recruiting committee (with Pai-Ling Yin, Steven Mednick and Patrick Henry) for two full-time positions at the Lloyd Greif Center for Entrepreneurial Studies, 2019-2020.
- Member of "Committee for Graduate Instruction" responsible for the approval and evaluation of graduate courses, Marshall School of Business, since 2019-2020.

#### *Collaboration with Entrepreneurial Ecosystem*

- Three-hour bootcamp "The Founder's Dilemmas: Team Building" with 20 startup founders of the Leap Venture Academy (partnership between Michelson Found Animals and Kinship, a division of Mars Petcare), Michelson Found Animals Headquarters, 22 October 2019.
- One-day bootcamp "Startup Acceleration" with 65 student entrepreneurs of the MSc in Technopreneurship & Innovation, Nanyang Technopreneurship Centre, Singapore, University of Southern California, 23 April 2019.
- One-day bootcamp for startup entrepreneurs (with Noam Wasserman) "The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup", WeWork Gas Tower, Los Angeles, 27 March 2019.
- Academic Mentor of the "Athena Women's Entrepreneurship Summit" presented by the Lloyd Greif Center for Entrepreneurial Studies, USC Marshall's Master of Science in Entrepreneurship and Innovation, and the USC Annenberg School for Communication and Journalism, two full-day pitch training sessions with finalists, Oct./Nov. 2018 and again Oct./Nov. 2019.
- Member of Forté's Global Board Ready Women Group, administered by the Forté Foundation and the Financial Times Non-Executive Directors' Club
- Invited participant of the "Commercial Space Workshop: An Invitation Only, Research Gathering of Management Academics, Policymakers and Commercial Space Leaders", Southern California Commercial Spaceflight Initiative, 4 November 2018.

- Invited speaker of the "Impact 2018 Family Office Summit" on a panel about "University Venturing", organized by Impact Venture Capital, Mark IV Capital, Kauffman Fellows and Nasdaq, Pelican Hill, Newport Beach, CA, 26 September 2018.

## PUBLICATIONS

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### Books (authored and edited)

- Da Silva Lopes, T., C. Lubinski and H. Tworek, eds. (2019). *The Routledge Companion to the Makers of Global Business*. New York, Routledge.
- Lubinski, C., J. R. Fear and P. Fernández Pérez, eds. (2013). *Family Multinationals: Entrepreneurship, Governance, and Pathways to Internationalization*. New York, Routledge.
- Berghoff, H., U. Jensen, C. Lubinski and B. Weisbrod, eds. (2013). *History by Generations: Generational Dynamics in Modern History*. Göttingen, Wallstein Verlag.
- Lubinski, C. (2010). *Family Business in Germany: Corporate Governance and Shareholder Relations since the 1960s* [Familienunternehmen in Westdeutschland: Corporate Governance und Gesellschafterkultur seit den 1960er Jahren]. München, C.H.Beck.
  - Winner of the Prize for Business History 2010 by the German Society for Business History

### Manuscripts and Work in Progress

- Lubinski, C. (book manuscript under review). "The Topography of Nations: Mental Maps of Nationalism in Global Business."
- McLaren P., J. C. Spender, S. Cummings, E. O'Connor, T. Bridgman, G. Durepos and C. Lubinski, eds. (special issue editor, publication scheduled for 2021) *Academy of Management Learning and Education* Special Issue "New Histories of Business Schools and How They May Inspire New Futures."
- Bucheli, M., F. Saenz and C. Lubinski (working paper). "The Paradox of Narrative Success: Caffeinated Memories in Colombian National Identity."
- Lubinski, C. and C. Ludwig (working paper). "The Age of Lawyers and Lobbyists: German Responses to Expropriations in the US, 1940s to 1960s".
- Giacomini, V. and C. Lubinski (working paper). "The Process of Entrepreneurial Imagination: Ruth Handler and the Iconic Barbie Doll."

### Peer-Reviewed Articles

- L. J. Rischbieter and C. Lubinski (pre-published online). "Sound Speculators: Public Debates about Futures Trading in British India and Germany, 1880-1930" *Enterprise & Society*, <https://doi.org/10.1017/eso.2020.22>.
- Lubinski, C., V. Giacomini and K. Schnitzer (pre-published online). "Internment as a Business Challenge: Political Risk Management and German Multinationals in Colonial India (1914-1947)." *Business History*, <https://doi.org/10.1080/00076791.2018.1448383>.
- Lubinski, C. and R. D. Wadhvani (2020). "Geopolitical Jockeying: Economic Nationalism and Multinational Strategy in Historical Perspective." *Strategic Management Journal*, 41(3): 400-421, <https://doi.org/10.1002/smj.3022>.
- Fernández Moya, M., P. Fernández Pérez and C. Lubinski (2020). "Standing the Test of Time: External Factors Influencing Family Firm Longevity in Germany and Spain during the

Twentieth Century." *Journal of Evolutionary Studies in Business* 5(1): 221-264, <https://doi.org/10.1344/jesb2020.1.j073>.

- Lubinski, C. (2018). "From 'History as Told' to 'History as Experienced': Contextualizing the Uses of the Past." *Organization Studies*, 39(12): 1785-1809, Special Issue "History as Organizing: The Uses of the Past in Organization Studies," R. Suddaby, R. D. Wadhvani, M. Mordhorst and A. Popp, eds., <https://doi.org/10.1177/0170840618800116>.
- Lubinski, C. (2018). "Business Beyond Empire: German Multinationals in Pre- and Post-Independence India (1890s to 1960s)." *South Asia: Journal of South Asian Studies*, 41(3): 621-641, <https://doi.org/10.1080/00856401.2018.1477438>.
- Wadhvani, R. D. and C. Lubinski (2017) "Reinventing Entrepreneurial History." *Business History Review* 91(4): 767-99, <https://doi.org/10.1017/S0007680517001374>.
- Lubinski, C. and A. Steen (2017). "Traveling Entrepreneurs, Traveling Sounds: The Early Gramophone Business in India and China." *Itinerario* 41(2): 275-303, <https://doi.org/10.1017/S0165115317000377>.
- Lubinski, C. (2016). "Nationalistic Tunes: Western Gramophone Companies and Indian Nationalism before World War I" ["Die nationalistische Note: Westliche Grammophone und indischer Nationalismus vor dem Ersten Weltkrieg."] *Historische Anthropologie* 24(1): 27-49, <https://doi.org/10.7788/ha-2016-0103>.
- Lubinski, C. (2015). "Global Trade and Indian Politics: The German Dye Business in India before 1947." *Business History Review* 89(3): 503-530, <https://doi.org/10.1017/S0007680515000707>.
  - Winner of the *Henrietta Larson Article Award for the best article in Business History Review in 2015*.
- Lubinski, C. (2015). "Local Responsiveness in Distant Markets: Western Gramophone Companies in India before World War I." *Management and Organizational History* 10(2): 170-188, <https://doi.org/10.1080/17449359.2015.1029945>.
- Lubinski, C. and M. Kipping (2015). "Translating Potential into Profits: Foreign Multinationals in Emerging Markets since the Nineteenth Century." *Management and Organizational History* 10(2): 93-102, <https://doi.org/10.1080/17449359.2015.1029947>.
- Lubinski, C. (2014). "Liability of Foreignness in Historical Context: German Business in Preindependence India (1880-1940)." *Enterprise & Society* 15(4): 722-758, <https://doi.org/10.1017/S1467222700016098>.
- Jones, G. and C. Lubinski (2014). "Making 'Green Giants': Environment Sustainability in the German Chemical Industry, 1950s-1980s." *Business History* 56(4): 623-649, <https://doi.org/10.1080/00076791.2013.837889>.
- Jones, G. and C. Lubinski (2012). "Managing Political Risk in Global Business: Beiersdorf 1914-1990." *Enterprise & Society* 13(1): 85-119, <https://doi.org/10.1017/S1467222700010946>.
  - Winner of the *Oxford Journals Article Prize 2013* for the best article in *Enterprise & Society* in 2012.
- Lubinski, C. (2011). "Path Dependency and Governance in German Family Firms." *Business History Review* 85(4): 699-724, <https://doi.org/10.1017/S0007680511001164>.
- Stamm, I. and C. Lubinski (2011). "Crossroads of Family Business Research and Firm Demography: A Critical Assessment of Family Business Survival Rates." *Journal of Family Business Strategy* 2(3): 117-127, <https://doi.org/10.1016/j.jfbs.2011.07.002>.

- Lubinski, C. (2011). "Succession in Multi-Generational Family Firms: An Explorative Study into the Period of Anticipatory Socialization." *Electronic Journal of Family Business Studies* 5(1-2): 4-25, <http://urn.fi/URN:NBN:fi:jyu-201202201213>.
- Lubinski, C. (2010). "Historical Evolution of Corporate Governance in West German Family Firms, 1960s to Present" ["Zwischen Familienerbe und globalem Markt. Die Corporate Governance westdeutscher Familienunternehmen von den 1960er Jahren bis in die Gegenwart."] *Zeitschrift für Unternehmensgeschichte* 55(2): 204-229, <https://doi.org/10.1515/zug-2010-0205>.
- Lubinski, C. (2007). "Management by Wages in Flexible Production: The Mechanical Engineering Workshops of JHH 1869-1872" ["Im Labyrinth der Löhne. Betriebsmanagement durch Lohngestaltung im Kontext flexibler Spezialisierung: Der Maschinenbaubetrieb der Handelsgesellschaft Jacobi, Haniel und Huysen, 1869-1872."] *Vierteljahrschrift für Sozial- und Wirtschaftsgeschichte* 94(3): 285-308, <http://www.jstor.org/stable/20742231>.

### Teaching Cases and Material

- Wadhvani, R. Daniel, C. Lubinski and C. Viebig. "Platform Startups: Launching Online Marketplaces," *Harvard Business School Case* and teaching note (accepted/forthcoming).
- Lubinski, C., V. Giacomini and R. Daniel Wadhvani. "Module Note: Historical Entrepreneurship," *Harvard Business School Case* SCG872-PDF-ENG (March 31, 2020), <https://hbsp.harvard.edu/product/SCG872-PDF-ENG>.
- Lubinski, C. and V. Giacomini. "Entrepreneurial Imagination: Ruth Handler and the Barbie Doll," *Harvard Business School Case* SCG568-PDF-ENG (April 1, 2020), <https://hbsp.harvard.edu/product/SCG568-PDF-ENG> and teaching note SCG868-PDF-ENG (April 1, 2020), <https://hbsp.harvard.edu/product/SCG868-PDF-ENG>.
- Lubinski, C., K. Nørgaard Modvig and V. Giacomini "Danfoss and the Danish Variety of Capitalism," Historical Entrepreneurship Case Series, *Harvard Business School Case* SCG565-PDF-ENG (Jan. 20, 2020), <https://hbsp.harvard.edu/product/SCG565-PDF-ENG> and teaching note SCG865-PDF-ENG (Jan. 20, 2020), <https://hbsp.harvard.edu/product/SCG865-PDF-ENG>.
- Lubinski, C. and C. Viebig "Business Model Challenges: The Electric Vehicle Company," Historical Entrepreneurship Case Series, *Harvard Business School Case* SCG566-PDF-ENG (Jan. 20, 2020), <https://hbsp.harvard.edu/product/SCG566-PDF-ENG> and teaching note SCG866-PDF-ENG (Jan. 20, 2019), <https://hbsp.harvard.edu/product/SCG866-PDF-ENG>.
- Giacomini, V. and C. Lubinski "Technical Note: Instagram for Educators," Historical Entrepreneurship Case Series, *Harvard Business School Case* SCG864-PDF-ENG (Jan. 20, 2020), <https://hbsp.harvard.edu/product/SCG864-PDF-ENG>.
- Lubinski, C. "Gramophone: Reimagining Music," Historical Entrepreneurship Case Series, *Harvard Business School Case* SCG557-PDF-ENG, <https://hbsp.harvard.edu/product/SCG557-PDF-ENG> and teaching note SCG857-PDF-ENG (Nov. 5, 2019), <https://hbsp.harvard.edu/product/SCG857-PDF-ENG>.
- Lubinski, C. "Sharing Knowledge on Blended Learning", two videos produced by Copenhagen Business School Teaching & Learning, <https://vimeo.com/275022182> and <https://vimeo.com/275022017>
- Lubinski, C. "Online Course: Advanced International Entrepreneurship", video series and blended learning exercises, Copenhagen Business School.

- Lubinski, C. and G. Jones (2011). "Willy Jacobsohn and Beiersdorf: Managing Expropriation and Anti-Semitism." *Harvard Business School Case* 811-060 (rev. Sept. 12, 2011), <https://hbsp.harvard.edu/product/811060-PDF-ENG>.

## Book Chapters

- Gartner, W. B. and C. Lubinski (2020) "History as a Source and Method for Family Business Research." In *A Research Agenda for Family Business: A Way Ahead for the Field*. A. Calabrò, ed., Cheltenham, UK: Edward Elgar: 29-59.
- Lubinski, C. (forthcoming) "Dynamic Capabilities: Sparkassen and the Business with German Mittelstand Firms" ["Dynamische Fähigkeiten: Die Sparkassen und das Geschäft mit dem Mittelstand (ca. 1948-1980)."] In *Die Entstehung der modernen Sparkasse in der Nachkriegszeit: Von der "Ersparnisanstalt" zur modernen Sparkasse (1950er bis frühe 1980er Jahre)*. G. Schulz and T. Wehber, eds. Bonn: Deutscher Sparkassen- und Giroverband e.V.
- Lubinski, C. and C. Viebig (2020). "IP über den Lebenszyklus von Startups." ["IP Challenges over the Life Cycle of Startups"] In: *IP-Strategien für Start-Ups: Grundlagen, Aufbau und Umsetzung von Schutzrechten*, edited by Stefan Golkowsky, Stuttgart: Schäffer-Poeschel: 177-200.
- Da Silva Lopes, T, C. Lubinski, and H. J. S. Tworek (2019) "Introduction to the Makers of Global Business." In *The Routledge Companion to the Makers of Global Business*, Teresa Da Silva Lopes, Christina Lubinski and Heidi J. S. Tworek, eds., Abingdon, Oxon and New York, NY: Routledge: 3-16.
- Lubinski, C. and R. D. Wadhvani (2019) "International Entrepreneurship and Business History." In *The Routledge Companion to the Makers of Global Business*, Teresa Da Silva Lopes, Christina Lubinski and Heidi J. S. Tworek, eds., New York: Routledge: 55-68.
- Lubinski, C., V. Giacomini, and K. Schnitzer (2018) "Countering Political Risk in Colonial India: German Multinationals and the Challenge of Internment (1914-1947)." *Harvard Business School Working Paper*, No. 18-090.
- Lubinski, C. (2016) Family Legends: Timeless Stories Between Past and Present. *Family Businesses as a Phenomenon. Volume 2: Overview*, Maria Spitz, Kai Bosecker, Andrea Kambartel and Nicole Roth, eds., Mettingen, Draiflessen Collection: 43-50.
- Lubinski, C. (2015). Varieties of Capitalism [Kapitalismusformen.] *Studienbuch institutionelle Wirtschafts- und Unternehmensgeschichte*. C. Wischermann, K. Patzel-Mattern, M. Lutz and T. Jungkind, eds., Stuttgart, Steiner: 180-191.
- Lubinski, C., J. Fear and P. Fernández Perez (2013). Family Multinationals: An Introduction. *Family Multinationals: Entrepreneurship, Governance, and Pathways to Internationalization*. C. Lubinski, J. Fear and P. Fernández Perez, eds., New York, Routledge: 1-18.
- Lubinski, C. (2013). Siemens' Early Business in India: A Family Multinational's Quest for Unity, 1847-1914. *Family Multinationals: Entrepreneurship, Governance, and Pathways to Internationalization*. C. Lubinski, J. Fear and P. Fernández Perez. New York, eds., Routledge: 38-54.
- Lubinski, C. (2012). The Global Business with Local Music: Western Gramophone Companies in India before World War I. *Bulletin of the German Historical Institute* **51**(Fall): 3-22.
- Lubinski, C. and G. Jones (2010). Beiersdorf's US Business and the Toothpaste Brand Pebeco [Wider dem sauren Mund. Beiersdorf's US-Geschäft mit der Zahnpastamarke Pebeco.] *Hamburger Wirtschafts-Chronik* **9**: 141-165.
- Lubinski, C. (2009). Generational Narratives in Multi-Generational Family Business, c.1950 to 2005 [Wo 'nachfolgende Generationen schaffende Arbeit verrichten'. Generationenerzählungen

in mehrgenerationellen deutschen Familienunternehmen von ca. 1950 bis 2005.] *Generation als Erzählung. Neue Perspektiven auf ein kulturelles Deutungsmuster*. B. Bohnenkamp, T. Manning and E.-M. Silies, eds., Göttingen, Wallstein: 151-168.

### Published Book Reviews in Academic Journals

- Lubinski, C. (2019). Review of Ross Bassett, *The Technological Indian*. Cambridge, MA: Harvard University Press, 2016. In: *Enterprise & Society* **20**(4): 1090-1092, <https://doi.org/10.1017/eso.2018.68>.
- Lubinski, C. (2018). Review of Daniel M. G. Raff and Phil Scranton, eds., *Emergence of Routines: Entrepreneurship, Organization, and Business History*. New York, NY: Oxford University Press, 2017. In: *Business History Review* **92**(1): 171-173, <https://doi.org/10.1017/S0007680518000120>.
- Lubinski, C. (2013). Review of Andrew Popp, *Entrepreneurial Families: Business, Marriage and Life in the Early Nineteenth Century*. London: Pickering & Chatto, 2012. In: *EHN* (March 2013), [https://eh.net/book\\_reviews/entrepreneurial-families-business-marriage-and-life-in-the-early-nineteenth-century/](https://eh.net/book_reviews/entrepreneurial-families-business-marriage-and-life-in-the-early-nineteenth-century/).
- Lubinski, C. (2013). Review of Eleanor Hamilton, *Entrepreneurship across Generations. Narrative, Gender and Learning in Family Business*. Cheltenham, UK/Northampton: Edward Elgar, 2013. In: *Vierteljahrschrift fuer Sozial- und Wirtschaftsgeschichte* **100**(4): 487-8.
- Lubinski, C. (2013). Review of Robert Lee, ed., *Commerce and Culture. Nineteenth-Century Business Elites*. Farnham: Ashgate, 2011. In: *H-Net Reviews* (June, 2013), <http://www.h-net.org/reviews/showrev.php?id=39320>.
- Lubinski, C. (2013). Review of Katja Girschik. *Als die Kassen lesen lernten: Eine Technik- und Unternehmensgeschichte des Schweizer Einzelhandels 1950–1975*. Munich, Germany: C. H. Beck, 2010. In: *Enterprise & Society* **14**(3): 680-682.
- Lubinski, C. (2012). Review of Armin Müller, *Kienzle: Ein deutsches Industrieunternehmen im 20. Jahrhundert [Kienzle: A German Industrial Company during the Twentieth Century]*, Stuttgart: Franz Steiner, 2011. In: *Business History Review* **86**(4): 846-848.
- Lubinski, C. (2012). Review of Volker Berghahn, *Industriegesellschaft und Kulturtransfer: Die deutsch-amerikanischen Beziehungen im 20. Jahrhundert [Industrial Society and Cultural Transfer: German-American Relations in the Twentieth Century]*. Göttingen: Vandenhoeck and Ruprecht, 2010. In: *Business History Review* **86**(3): 635-637.
- Lubinski, C. (2011). Review of Christian Hoyer, *Framus – Built in the Heart of Bavaria: The History of a German Musical Instrument Manufacturer 1946–1977*, Bubenreuth: Edition Framus, 2007. In: *Business History* **53**(4): 648-649.
- Lubinski, C. (2010). Review of Christian Feurstein, *Vom Familienunternehmen zur Unternehmensfamilie. Die Zumtobel-Konzerngruppe von 1950-2000*. Wien: Lit Verlag, 2009. In: *Vierteljahrschrift fuer Sozial- und Wirtschaftsgeschichte* **97**(3): 399.
- Lubinski, C. (2009). Review of Daniel Hütter, *Nachfolge im Familienunternehmen. Eszet Staengel & Ziller und Freudenberg & Co. KG im 19. und 20. Jahrhundert*, Ostfildern: Jan Thorbecke Verlag, 2009. In: *Zeitschrift fuer Unternehmensgeschichte* **54**(2): 227-8.

### TEACHING AND COURSE DEVELOPMENT

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#### Current semester (Fall 2020)

2020                      *Entrepreneurial Processes*



Co-designed, developed, and delivered this blended learning course on the entrepreneurial process from idea generation to exit. The course is part of the required curriculum in the master's program and employs in-class studio pedagogy and online modules, Copenhagen Business School

2020 *Founder's Dilemma*  
Taught this startup entrepreneurship course on early people problems; undergraduate, Copenhagen Business School

### Previous semesters (until Spring 2020)

#### BA-level

2020 *Founder's Dilemma*  
Taught this startup entrepreneurship course on early people problems; undergraduate, University of Southern California  
– 4.9 of 5 evaluation ([2020/Spring](#))

#### *Entrepreneurial Imagination: Past, Present, Future*

Taught and developed this undergraduate interdisciplinary course merging humanities and entrepreneurship studies, University of Southern California  
– 4.2 of 5 evaluation ([2019/Spring](#)), 4.7 ([2019/Fall](#))

2019 *Google-Uber-Amazon: Platform Business Entrepreneurship (20 Studenten)*.  
Micro-Seminar for Freshman in August 2019  
– Qualitative evaluation ([2019](#))

2014–2017 *Entrepreneurship and Global Strategy*.  
Developed and taught this BA International Business required course, examining the role of international entrepreneurship in the development of the global economy from the late nineteenth to the twenty-first century, CBS Copenhagen  
– 4.9 of 5 evaluation ([2014](#)), 4.9 ([2015](#)), 4.9 ([2016](#)), 4.9 ([2017](#))

2015, 2017 *Google, Ebay, Amazon: Management Challenges in Networked Businesses*.  
Developed and taught this BA Economics and Business Administration elective on platform businesses and multi-sided markets, drawing heavily on pairings of historical and contemporary cases of matchmaking firms, CBS Copenhagen  
– 4.5 of 5 evaluation ([2015](#)), 4.5 ([2017](#))

2017 *Strategic Management*.  
Taught this required strategy course as a stand-in in 2017, CBS Copenhagen  
– 5 of 5 evaluation ([2017](#))

#### MA-level

2019–Present *Founder's Dilemma*  
Taught this startup entrepreneurship course on early people problems; MBA and MSEI (Entrepreneurship and Innovation), University of Southern California  
– 4.89/4.73/4.61 of 5 evaluation (2019, group [a](#), [b](#), [c](#)), 4.89/4.83 (2020, group [a](#), [b](#))

2017, 2020 *Entrepreneurial Processes* (co-taught with Dan Wadhvani).  
Co-designed, developed, and delivered this blended learning course on the entrepreneurial process from idea generation to exit. The course is part of the required curriculum of the OIE Master and employs in-class studio pedagogy and online modules, CBS Copenhagen

- 4.6 of 5 evaluation ([2017](#))
- 2017 *Advanced International Entrepreneurship.*  
Developed and taught this fully online elective on the MSc of Social Science program on the entrepreneurial process in international contexts, with topics including born globals, international business theory, institutional voids, CAGE framework, and international term sheet analysis, CBS Copenhagen
- 5 of 5 evaluation ([2017](#))
- 2016–2017 *Strategic Management and Innovation.*  
Developed and taught this graduate course on the required curriculum of the OIE Master, with topics including industry analysis, analysis of capabilities, business and corporate strategy, Blue Ocean strategy, entrepreneurial history, and valuation under uncertainty, CBS Copenhagen
- 4.7 of 5 evaluation ([2016](#)), 4.1 ([2017](#))
- 2016–2017 *Reimagining Capitalism.*  
Co-designed, developed, and delivered this elective (with Ester Barinaga, professor for social entrepreneurship at CBS) for the MSc of Social Science programs, CBS Copenhagen
- 5 of 5 evaluation ([2016](#)), 4.4 ([2017](#))
- 2017 *Managing Entrepreneurial Ecosystems.*  
33-hour seminar with study trip to the Silicon Valley, elective
- 4.6 of 5 evaluation ([2017](#))
- 2015 *Political Risk Management and Global Business.*  
Taught and developed this MSc Economics and Business Administration elective on political risk management, CBS Copenhagen
- 4.9 of 5 evaluation ([2015](#))
- PhD-level**
- 2018 *Perspectives on Time and Organization*, PhD Organization and Management Studies (5-day required seminar), CBS Copenhagen ([2018](#))
- 2014 *Using Historical Approaches in Management and Organizational Research*, PhD Organization and Management Studies (2-day elective seminar), CBS Copenhagen ([2014](#))
- International**
- 2019 *One-day Workshop on Startup Acceleration and Entrepreneurial Imagination* with 65 students of MSc in Technopreneurship & Innovation, Nanyang Technopreneurship Centre, Singapore; held at University of Southern California
- 2018 *Economic Cultures of the World, Part 4—New York: Wall Street, Main Street and Back Alleys: Entrepreneurship in Transatlantic Perspective.*  
Master of Advanced Studies in Applied History, University of Zurich, 20-29 March 2018, New York City, NY

- 2019 *Entrepreneurial Imagination: Responses to Innovation in Past, Present and Future*  
BA and MA, International Summer School, Universidad de los Andes School of Management, Colombia (30-hour course)  
– 4.6 of 5 ([2019](#))
- 2016–2017 *Capitalism and Entrepreneurship in the Global Economy.*  
BA and MA, International Summer School, Universidad de los Andes School of Management, Colombia (30-hour course)  
– 3.96 of 4 (BA) and 3.92 of 4 (MA) ([2016](#)); 3.98 of 4 (BA) and 4 of 4 (MA) ([2017](#))
- 2017 *Historical Approaches to Business and Economics.*  
MA and PhD Kyoto University, Japan, March 13 to 17, 2017 (5-day seminar)
- 2017 *Entrepreneurship and Global Strategy: Case Study Teaching in Business Management and History.*  
Goettingen University, Germany (5-day seminar)

## **SUPERVISION**

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### *PhD Supervision*

- Primary PhD supervisor for Christoph Viebig. Thesis: "Technology Entrepreneurship Education: How to Educate Technology Entrepreneurs on Non-Technology Problems," expected completion in April 2022, Copenhagen Business School.
- Primary PhD supervisor for Valeria Giacomini. Thesis: "Emergence of a Cluster: The Palm Oil Industry in Indonesia and Malaysia," completed 2016, Copenhagen Business School.
- Member of the Dissertation Advisory Committee of Manjunath AN. Thesis: "Entrepreneurial Processes and the State: An Entrepreneurial History of Princely Mysore (1881-1947)," expected completion in 2022, Indian Institute of Management (IIM) Bangalore, India.
- Head of PhD Committee for Queralt Prat-i-Pubill. Thesis: "The Basis, Relation and Consequences of the Creation of Collective Motivations for the Development of Personal and Organization's Creativity," completed 2018, Copenhagen Business School.

### *Master Thesis Supervision*

- Izabela Wac, "Global Mindset in the Outsourcing Process," MSc in Diversity and Change Management, to be completed 2020, Copenhagen Business School.
- Juan Ocampo, "Academic Entrepreneurship," M. Sc. Organization Innovation and Entrepreneurship, completed 2019, Copenhagen Business School.
- Egle Mecejute und Denise Germano, "Artificial Emotional Intelligence: Application of Emotional AI for Customer Understanding," M. Sc. Organization Innovation and Entrepreneurship, completed 2018, Copenhagen Business School.
- Helerin Telliskivi und Xenia Textor, "Born Globals: An Impact Study on How Accelerators Facilitate Early Internationalization," M. Sc. Organization Innovation and Entrepreneurship, completed 2018, Copenhagen Business School.
- Christoph Viebig, "Re-imagining Entrepreneurship Education: A Teaching Tool for Integrating Platform Businesses into Entrepreneurship Education," M. Sc. Organization Innovation and Entrepreneurship, completed 2018, Copenhagen Business School.

- Martin Lapain Ziebrandtsen, "Launch Strategies for Two-Sided Platforms: A Case Study of Food Saving Apps," M. Sc. Organization Innovation and Entrepreneurship, completed 2018, Copenhagen Business School.
- Amelie-Sophie Friederich und Klara Sophia Schnitzer, "Creating Value Through Corporate Startup Engagement," M. Sc. Organization Innovation and Entrepreneurship, completed 2017, Copenhagen Business School.
- Vinothan Vinayahamoorthy and Maths Ivar Mathisen, "An Auto-Ethnographic Study of the Startup Hold," M. Sc. Organization Innovation and Entrepreneurship, completed 2017, Copenhagen Business School.
- Jacob Bie, "What Makes a Company Succeed in a Politically Unstable Environment?," M. Sc. International Business, completed 2016, Copenhagen Business School.
- Bastian Biermann und Denise Zillinger, "Asymmetric Partnerships - The Process of Knowledge Creation," M. Sc. Organization Innovation and Entrepreneurship, completed 2016, Copenhagen Business School.