

Name, Title	Gersch, Martin, Prof. Dr.
Birth_Date_Place	February 28, 1966 – Wattenscheid, Germany
Affiliation	Department of Information Systems, School of Business & Economics, Freie Universität Berlin, Garystr. 21, 14195 Berlin
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Scientific vita	
2008-2014	Senior Researcher at the DFG Pfadkolleg Research Center
2012	Visiting Professor (UNSW, UoS, QUT: Australia)
Since 2011	Department of Information Systems at FU Berlin
Since 2007	Full Professor of Business Administration at FU Berlin
2006	Habilitation (Venia: Business Administration and Business Informatics)
2000-2006	Competence-Center E-Commerce at Ruhr-Universität Bochum
1997-1999	Managerial Positions at Tengelmann Group (Retail, Budapest)
1991-1996	PhD Thesis “Cross-linked Business Relationships” (awarded with “Zander-“ as well as “Deschauer-Prize” for best PhD Thesis)
Research fields	Digital Transformation and Technology-driven Change, Entrepreneurship, e-Health, Innovative Teaching and Learning Concepts (blended /eLearning), Information Management, Service Engineering, e-Business and e-Commerce, Business Model Analysis, Business Process Management, Management and Economic Theory
Editorship(s)	
Since 2015	Journal of Competences, Strategy & Management (JCSM)
2012	E-Health und AAL-Geschäftsmodelle, Wiesbaden 2012 (mit J. Liesenfeld)
Invited Lectures (selection, peer reviewed)	
2017	OR 2017, Berlin: Toward an agent-based Simulation of Incentives and Disincentives for Sharing Frailty Related Information in periop. Care
2015	CGS 9, Singapore: Big Data – Research Topic, Digital Competencies and Educational Service Engineering
2015	ECIS 23, Münster: From ICT to Integrated Care: The Performative Cohesion of Organizing Visions
2015	WI 12, Osnabrück: Organizational Hubris in Entrepreneurial ICT Settings
2014	AOM 74, Philadelphia: Network Logics and Societal Challenges: An Extended Framework for Business Model Innovation
2014	EGOS 30, Rotterdam: IT-enabled business model innovation in the face of societal challenges: The role of network logics
2013	EGOS 29, Montreal: Innovation Barricades in German Health Care: Balancing Resource-based and Institutional Perspectives
2012	VHB 74, Bozen: Qualität in der Lehre: Wie sollte exzellente Lehre aus der Sicht der Hochschullehrer gestaltet sein?
2011	SMS 31, Miami: Matching the Static to the Dynamic: Managing Specificity in Turbulent Environments
2011	EGOS 27, Gothenburg: Bits and Bites: On technology, institutions and entrepreneurs / New Competences for the Digital Age? Music Sponsoring Routines and Technology Resourcing of Major Record Companies

Funded projects (selection)

ECDF	Two third-party funded W1-Professorships “Digital Transformation”, 10/2017 – 9/2023
DFG	Excellence Initiative II, Junior Research Group: Health-IT and Business Model Innovation, 12/2014–11/2020
BMWi	EXIST IV: Entrepreneurial Network University (ENU), FU Berlin & Charité, 4/2013 – 3/2018
BMBF	FKZ 16SV5932, “Beatmungspflege im Zuhause (BEA@Home)”, 8/2013 – 12/2016
DFG	Graduiertenkolleg “Pfade organisatorischer Prozesse (Pfadkolleg)“, 04/2005 – 3/2014
BMBF	FKZ 01FC08003, „E-Health@Home“, 9/2008 – 12/2011

Industry cooperations (selection)

Linde, Siemens, EMC-Dell, BVG, Daimler, Berliner Sparkasse

Organisational activities (selection)

Since 2017	PI at Einstein Center Digital Future (ECDF)
Since 2017	Board Member Scientific Commission Service Management (VHB)
Since 2013	Board Member of Focus Area DynAge (EI II, FU Berlin & Charité)
Since 2013	Coordinator of Entrepreneurship Education at FU Berlin and Board Member of Entrepreneurial Network University
Since 2013	Board Member of the Service Department “Empirical Research in Education” at FU Berlin
2009–2011	Managing Director of the Department-Board Business Administration at the School of Business & Economics, FU Berlin

Publications (selection)

- [1] with L. Wessel, E. Harloff: Talking Past Each Other: A Discursive Approach to the Formation of Societal-Level Information Pathologies in the Context of the Electronic Health Card in Germany, *Business & Information Systems Engineering (BISE)* 59 (1): 23-40, 2017.
- [2] with L. Wessel: E-Health und Health-IT, Kurbel, K. et al. (Hrsg.): *Enzyklopädie der Wirtschaftsinformatik – Online Lexikon*, 9. Aufl., 2016.
- [3] M. Gersch: Customer Relationship Management, *Kleinaltenkamp, M et al. (Eds.): Business Relationship Management and Marketing*, Berlin: 289-329, 2015.
- [4] with P. Weber, C. Lehr: Improving Virtual Collaborative Learning through Canonical Action Research, *Electronic Journal of e-Learning (EJEL)*, 12(4): 326-338, 2014.
- [5] with H. Adler, C. Dreher, A. Biedermann: Innovationen aus einer ressourcen- und kompetenzorientierten Perspektive, *Burr, W. (Hrsg.): Innovationen – Theorien, Konzepte und Methoden der Innovationsforschung*, Stuttgart: 163-219, 2014.
- [6] with T. Rüsike, F. Reichle: Competence Building in Electric Mobility – Solving the Paradox of Specific Investments in Nascent Industries, *International Journal of Automotive Technology and Management (IJATM)*, 13: 273-288, 2013.
- [7] with K. Kunow, J. Koch: Temporary Incompetence as a Path-breaking Strategy: Two Major Record Companies Efforts to Escape Their Competence Lock-in, *Jahrbuch Strategisches Kompetenzmanagement (JSKM)*, 7:9-33. 2013.
- [8] M. Gersch: ICT Providers: A Subject of Business and Information Systems Engineering or Not? *Business & Information Systems Engineering (BISE)*, 4: 355-362, 2012.
- [9] with E. Schüssler; L. Wessel: Taking Stock: Capability Development in Inter-Organizational Projects, *Schmalenbach Business Review (sbr)*, 64: 171-186, 2012.
- [10] with M. Hewing, B. Schöler: Business Process Blueprinting – An Enhanced View on Process Performance, *Business Process Management Journal (BPMJ)*, 17 (5): 732-747, 2011.
- [11] with C. Goeke, J. Freiling: Lobbying Strategies to Make a Firm`s Competences Generate Value, in: *Advances in Applied Business Strategy*, 12: 1-22, 2010.
- [12] with J. Freiling, C. Goeke: On the Path Towards a Competence-based Theory of the Firm, *Organization Studies*, 29 (8-9): 1143-1164 2008.