

## Prof. Dr. Martin Gersch

Date of Birth February 28, 1966 – Wattenscheid, Germany  
Affiliation Department of Information Systems,  
School of Business & Economics,  
Freie Universität Berlin, Berlin  
Telephone +49 (30) 838 53300  
Fax +49 (30) 838 453300  
Email martin.gersch@fu-berlin.de  
WWW <http://www.wiwiss.fu-berlin.de/gersch>



### Scientific vita

2016–2028 Principle Investigator at Einstein Center Digital Future  
2008–2014 Senior Researcher at the DFG Pfadkolleg Research Center  
2012 Visiting Professor (UNSW, UoS, QUT: Australia)  
2011–present Department of Information Systems at FU Berlin  
2007–present 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 Tengemann 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, Entrepreneurship, Digital Health/Health-IT, Innovative Teaching and Learning Concepts (blended /eLearning), Service Engineering, e-Business and e-Commerce, Business Model Analysis, Management and Economic Theory

### Editorships

2019–present Austrian Management Review  
2015–present Journal of Competences, Strategy and Management  
2012 E-Health und AAL-Geschäftsmodelle, Wiesbaden 2012  
(mit J. Liesenfeld)

### Invited lectures (selection)

2022 EGOS 38, Vienna: “Orgachines”?!  
Artificial Intelligence and Decision-Making in Organizations  
2021 HICSS 54, Hawaii: The Emergence and Dynamics of Electronic Health Records.  
2020 Leopoldina-Symposium, Berlin. Verstetigung der Innovationsfonds-Projekte?!  
2018 EGOS 34, Estonia: Path creation as a strategy to manage uncertainties of digitalization  
2016 AMCIS 22, San Diego: How Organizational Path Constitution prepares Digital Infrastructure Innovation  
2015 CGS 9, Singapore: Big Data – Research Topic, Digital Competencies and Educational Service Engineering  
2014 AOM 74, Philadelphia: Network Logics and Societal Challenges: An Extended Framework for Business Model Innovation  
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

### **Funded projects (selection)**

BMWi	Health-X Innovation Hub, the domain "Health" within the EU strategy for a federated data space GAIA-X, 2021 – 2024
BMBF	FKZ 16SV8681, Transfer-Center "RimA: Roboter im Alltag", 2021 - 2025
Einstein Foundation	2 endowed professorships "Digital Transformation" at the Einstein Center Digital Future, 2017–2022 & from 2022 tenured
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)", 8/2013–7/2016
DFG	Graduiertenkolleg "Pfade organisatorischer Prozesse (Pfadkolleg)", 04/2005–3/2014
BMBF	FKZ 01FC08003, „E-Health@Home“, 9/2008–12/2011

### **Industry cooperations**

Berliner Sparkasse, Daimler, BVG, Siemens Healthineers, IONOS, IBM

### **Organizational activities (selection)**

2021-present	Head of Health-X Innovation Forum ( <a href="https://health-x.org">https://health-x.org</a> )
2019-2021	Spokesperson of the Scientific Commission Service Management (VHB)
2018–present	Founder and Board Member of Digital Entrepreneurship Hub (FU)
2016–2028	Principal Investigator at Einstein Center Digital Future
2013–2019	Board Member of Focus Area DynAge (EI II, FU Berlin & Charité)
2013–2018	Board Member of Entrepreneurial Network University
2013–2018	Board Member of the Service Department "Empirical Research in Education" at FU Berlin

### **Publications (selection)**

- [1] with C. Meske, E. Bunde, J. Schneider: Explainable Artificial Intelligence: Objectives, Stakeholders and Future Research Opportunities, in: Information Systems Management (ISM) 2022, <https://doi.org/10.1080/10580530.2020.1849465>
- [2] with J. Sundermeier, J. Freiling: Hubristic Startup Founders. Journal of Management Studies (JMS), 2020, <https://doi.org/10.1111/joms.12604>
- [3] with C. Auschra, D. Fürstenau, S. Klein: A process perspective on platform management and design, Electronic Markets (EM) 29 (2019), 581-596

- [4] with L. Wessel: E-Health und Health-IT, Gronau, N. et al. (Eds.): Enzyklopädie der Wirtschaftsinformatik – Online Lexikon, 9. Aufl., 2018
- [5] with L. Wessel, E. Harloff: Talking Past Each Other: A Discursive Approach ... in the Context of the Electronic Health Card in Germany, Business & Information Systems Engineering (BISE), 59 (1): 23–40. 2017
- [6] with C. Goeke, J. Sundermeier: Die Geschäftssystementwicklung in der Vormarktphase, Kollmann, T.; Freiling, J. (Eds.): Entrepreneurial Marketing, 2. Aufl. Wiesbaden: 243–261, 2015
- [7] M. Gersch: Customer Relationship Management, Kleinaltenkamp, M et al. (Eds.): Business Relationship Management and Marketing, Berlin: 289–329, 2015
- [8] with P. Weber, C. Lehr: Improving Virtual Collaborative Learning through Canonical Action Research, Electronic Journal of e-Learning (EJEL), 12(4): 326–338, 2014
- [9] 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
- [10] 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
- [11] M. Gersch: ICT Providers: A Subject of Business and Information Systems Engineering or Not? Business & Information Systems Engineering (BISE), 54 (4): 355–362, 2012
- [12] with E. Schüssler; L. Wessel: Taking Stock: Capability Development in InterOrganizational Projects, Schmalenbach Business Review (sbr), 64: 171–186, 2012
- [13] with M. Hewing, B. Schöler: Business Process Blueprinting – An Enhanced View on Process Performance, Business Process Management Journal (BPMJ), 17 (5): 732–747, 2011
- [14] 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
- [15] with J. Freiling, C. Goeke: On the Path Towards a Competence-based Theory of the Firm, Organization Studies, 29 (8–9): 1143–1164 2008