

CURRICULUM VITAE

Maren Rottler, M.A.

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Latest Positions

- 07/2016 – today **University of Mannheim**, Business School, Chair of Business Administration, Public & Nonprofit Management (*Mannheim, Germany*)
Research Associate and Ph.D. Candidate
- 09/2019 – 10/2019 **University of Oxford**, Saïd Business School (*Oxford, U.K.*)
Academic Visitor

Work Experience

- 08/2018 – today **SRH Fernhochschule – The Mobile University** (*Riedlingen, Germany*)
Assistant Lecturer
- 11/2018 – 02/2019 **University of Applied Sciences Saarbrücken** (*Saarbrücken, Germany*)
Visiting Lecturer
- 02/2016 – 05/2016 **BB Promotion GmbH** (*Mannheim, Germany*)
Junior Manager Sponsoring & Eventmarketing
- 06/2012 – 01/2016 **Nationaltheater Mannheim** (*Mannheim, Germany*)
Manager for Marketing, Audience Development, and Social Media
- 03/2010 – 12/2011 **Absolventum e.V.** (*Mannheim, Germany*)
Consultant

Education

- 07/2016 – today **University of Mannheim**, Business School (*Mannheim, Germany*)
Ph.D. Business Administration (pending)
- 09/2009 – 05/2012 **University of Mannheim** (*Mannheim, Germany*)
M.A. Culture & Business Administration: English & American Studies
- 01/2011 – 06/2011 **Swansea University** (*Wales, U.K.*)
Exchange Semester
- 09/2006 – 09/2009 **University of Mannheim** (*Mannheim, Germany*)
B.A. Culture & Business Administration: English & American Studies
- 07/2003 – 06/2004 **Iowa City High School** (*Iowa City, Iowa, USA*)
High School Year
- 09/1998 – 07/2006 **Gymnasium Weingarten** (*Weingarten, Germany*)
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Research

Peer-Reviewed Publications and Proceedings

- [5] Gross, H. P., Rottler, M., & Wallmeier, F. (2021) The influence of external reference price strategies in a nonprofit arts organization's "Pay-what-you-want" setting. *International Journal of Nonprofit and Voluntary Sector Marketing*, Vol. 26, No. 1. <https://doi.org/10.1002/nvsm.1681> (VHB-Jourqual3: C)
- [4] Rottler, M., Helmig, B., & Ahrens, J. (2020). The biased crowd? Personality perceptions in crowdfunding. *ICIS2020 Proceedings*, 1–9. (VHB-Jourqual3: A)
- [3] Rottler, M. & Helmig, B. (2020): Successful Funding Through the Crowd: Towards a Research Synthesis Framework. *Academy of Management Proceedings*. <https://doi.org/10.5465/AMBPP.2020.21711abstract>
- [2] Helmig, B. & Rottler, M. (2019): Traits Matter - Personality and Crowdfunding Performance. *Academy of Management Proceedings*. <https://doi.org/10.5465/AMBPP.2019.17671abstract>
- [1] Gross, H. P. & Rottler, M. (2018). Nonprofits' Internal Marketing and Its Influence on Volunteers' Experiences and Behavior: A Multiple Mediation Analysis. *Nonprofit and Voluntary Sector Quarterly*, Vol. 48, No. 2. <https://doi.org/10.1177/0899764018815614> (VHB: B)

Conference Presentations

- [14] Gross, H. P., Kaempffe, E-M., & Rottler, M. (2020). Unequally Equal: The Failure of Diversity Transformation in Arts and Cultural Organizations. 7th Workshop on managing arts and cultural organizations, European Institute for Advanced Studies in Management (EIASM), Virtual Conference.
 - [13] Rottler, M., Helmig, B., & Ahrens, J-P. (2020). The biased crowd? Personality perceptions in crowdfunding. International Conference on Information Systems (ICIS), Virtual Conference.
 - [12] Rottler, M., Helmig, B., & Ahrens, J-P. (2020). Perceived personality in online funding decisions: A socioanalytic lens on crowdfunding. Exploring Entrepreneurial Ventures, Family Firms, and Hidden Champions 6th International Research Forum on Mittelstand, Virtual Conference.
 - [11] Ahrens, J-P., Isaak, A., Istipliler, B., Rottler, M. & Steininger, D. (2020). Exchanges about Dreams: Towards a new Management Technique for Crowdfunding. 18th Interdisciplinary European Conference on Entrepreneurship Research (IECER), Virtual Conference.
 - [10] Rottler, M., Helmig, B., & Ahrens, J-P. (2020). Exclusive crowdfunding: Resource provision bias and social categorization discrimination. 24th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), Virtual Conference.
 - [9] Ahrens, J-P., Isaak, A., Istipliler, B., Rottler, M. & Steininger, D. (2020). Exchanges about Dreams: Towards a new Management Technique for Crowdfunding. 24th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), Virtual Conference.
 - [8] Rottler, M. & Helmig, B. (2020). Successful funding through the crowd: Towards a research synthesis framework. Academy of Management, 80th Annual Meeting, Virtual Conference.
 - [7] Rottler, M. (2020). Crowdfunding, der digitale Rattenfänger von Hameln? 13. Jahrestagung des Fachverband Kulturmanagement, Düsseldorf, Germany.
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- [6] Helmig, B. & Rottler, M. (2019). Traits matter - Personality and crowdfunding performance. Academy of Management, 79th Annual Meeting, Boston, MA, U.S.
- [5] Gross, H. P., Rottler, M., & Wallmeier, F. (2018) The influence of external reference price strategies on the amount paid in a 'pay what you want' setting of a German photo biennial. 6th Workshop on managing arts and cultural organizations, European Institute for Advanced Studies in Management (EIASM), Oxford, U.K.
- [4] Gross, H. P. & Rottler, M. (2018). Nonprofits' internal marketing and its influences on volunteers' experiences and behavior: A multiple mediation analysis. 13th International Conference of the International Society for Third Sector Research (ISTR), Amsterdam, Netherlands.
- [3] Rottler, M. & Helmig, B. (2018). Video signaling in nonprofit crowdfunding campaigns. 13th International Conference of the International Society for Third Sector Research (ISTR), Amsterdam, Netherlands.
- [2] Rottler, M. & Helmig, B. (2017) Success factors of crowdfunding: A systematic literature review. 46th Annual Conference of the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), Grand Rapids, MI, U.S.
- [1] Rottler, M. & Gross, H. P. (2017). Internal marketing influences volunteer outcomes in arts organizations: A multiple mediation analysis. 11th Workshop on the Challenges of Managing the Third Sector, European Institute for Advanced Studies in Management (EIASM), Belfast, Northern Ireland.
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Research with Third Party Funds or Practice Partners

01/2020 – today	Audience development in the arts: Assessing motives, obstacles, and hurdles of non-visitors of cultural institutions. (together with Bernd Helmig, Moritz Motyka, and the National Theater Mannheim)
05/2019 – today	The interplay of diversity management, stakeholder satisfaction and loyalty. (together with Bernd Helmig and the National Theater Mannheim)
05/2017 – today	Visitor survey (together with Franziska Wallmeier (2017) and the Biennale für aktuelle Fotografie, Mannheim)

Teaching

Teaching activity - University of Mannheim

Management for Business Administration Minors

(Bachelor, Lecture – Teaching Assistant: Spring Terms 17 – 21)

Supervision of Bachelor theses (25)

MAN 710 Research Seminar Public & Nonprofit Management

(Master, Seminar – Lecturer: Spring Term 21)

MAN 675 Selected Challenges in Nonprofit Management – Focus topic: Fundraising Management

(Master, Seminar – Lecturer: Fall Term 20)

MAN 679 Scientific Introduction to Public & Nonprofit Management

(Master, Lecture – Teaching Assistant: Fall Term 16)

MAN 710 Research Seminar Public & Nonprofit Management

(Master, Seminar – Lecturer: Fall Term 18)

MAN 712 Research Seminar Doing Quantitative Research in Public & Nonprofit Management

(Master, Seminar – Lecturer: Fall Term 17)

Masterkolloquium

(Master, Seminar – Lecturer: Spring Term 18 and 20)

Supervision of Master theses (9)

Teaching activity - University of Applied Sciences Saarbrücken

BAKM-010 Introduction General Management

(Master, Lecture – Lecturer: Fall Term 18)

MKM-325 Business Environment for Arts and Culture Management

(Master, Lecture – Lecturer: Fall Term 18)

Scholarships and Grants

Research funding (travel and research) by the Women Go Abroad – Mobility Grants for Young Female Researchers, University of Mannheim (2019)

Research scholarship (conference travel) by the Internationalization of Doctoral Education @the University of Mannheim program (2019)

Research funding (conference travel) by the German Academic Exchange Service (2017, 2018)

Research scholarship (conference travel) by the Julius-Paul-Stiegler-Gedächtnis-Foundation (2017)

Research funding (research) by the German Academic Exchange Service (2011)

Professional Qualification

09/2019 – acadEMIA Fellow, leadership and career enhancement program for women in
09/2020 academia, University of Mannheim (*Mannheim, Germany*)

09/2016 – Baden-Württemberg Certificate for Teaching and Learning at University Level:
06/2021 (planned) eLearning focus (*Germany*)

07/2018 ISTR PhD Seminar (*Amsterdam, Netherlands*), 13th International Conference of
the International Society for Third Sector Research (*ISTR*)

11/2017 Doctoral Fellowship Seminar (*Grand Rapids, MI, USA*), 46th Annual
Conference of the Association for Research on Nonprofit Organizations and
Voluntary Action (*ARNOVA*)

Memberships

Academy of Management (2019, 2020, 2021)

Association for Information Systems (2020, 2021)

Association for Nonprofit Organizations and Voluntary Action (2017)

International Society for Third Sector Research (2018 - 2020)

Reviewing Activities

04/2020 – today ICIS Annual Conference (total reviews: 3)

01/2019 – today Academy of Management, Annual Conference (total reviews: 9)

Current Extracurricular Activities

09/2018 – today Editor of the annual Area Management News, University Mannheim.

03/2020 – 05/2021 Member of the expert committee for "European Charter for Equality between
Women and Men at Local Level" in Field of Action "Promotion of business start-
up options and start-ups for women", City of Mannheim
