

CURRICULUM VITAE

Dr. Maren Rottler

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Work Experience (Selected)

- 07/2021 – today **University of Mannheim**, Institute for SME Research (ifm), Research Group “Family Firms” (*Mannheim, Germany*)
Research Group Member
- 05/2021 – today **University of Mannheim**, Business School, Chair of Business Administration, Public & Nonprofit Management (*Mannheim, Germany*)
Post-Doctoral Researcher
- 07/2016 – 05/2021 **University of Mannheim**, Business School, Chair of Business Administration, Public & Nonprofit Management (*Mannheim, Germany*)
Research Associate and Ph.D. Candidate
- 08/2018 – 05/2021 **SRH Fernhochschule – The Mobile University** (*Riedlingen, Germany*)
Assistant Lecturer
- 09/2019 – 10/2019 **University of Oxford**, Saïd Business School (*Oxford, U.K.*)
Academic Visitor
- 11/2018 – 02/2019 **University of Applied Sciences Saarbrücken** (*Saarbrücken, Germany*)
Visiting Lecturer (Master Level Teaching: Introduction General Management, Business Environment for Arts and Culture Management)
- 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

Education

- 07/2016 – 05/2021 **University of Mannheim**, Business School (*Mannheim, Germany*)
Ph.D. Business Administration
Dissertation: “On Remote and On-site Participative Funding Mechanisms: Using the Example of Reward-based Crowdfunding and Pay-what-you-want”
- 09/2009 – 05/2012 **University of Mannheim** (*Mannheim, Germany*)
M.A. Culture & Business Administration: English and 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 and Business Administration: English & American Studies
- 09/1998 – 07/2006 **Gymnasium Weingarten** (*Weingarten, Germany*), Abitur
- 07/2003 – 06/2004 **Iowa City High School** (*Iowa City, Iowa, USA*), High School Year
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Professional Qualifications

- 09/2019 – 06/2021 **acadeMIA Fellow**, Leadership and Career Enhancement Program for Women in Academia, University of Mannheim (*Mannheim, Germany*)
- 09/2016 – 10/2021 (planned) **Baden-Württemberg Certificate for Teaching and Learning at University Level**: Specialization on eLearning (*Germany*)

Current Extracurricular Activities

- 09/2018 – today **Editor** of the Annual Area Management News, University of 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

Publications and Research Projects

Monograph

- [1] **Rottler, M.**, (2021). On Remote and On-site Participative Funding Mechanisms: Using the Example of Reward-based Crowdfunding and Pay-what-you-want
Dissertation University of Mannheim

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> (Impact Score 2020: 1.20 / VHB-Jourqual3: C)
- [4] **Rottler, M.**, Helmig, B., & Ahrens, J-P. (2020). The Biased Crowd? Personality Perceptions in Crowdfunding. *ICIS 2020 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> (Impact Factor 2019: 1.764/ VHB-Jourqual3: B)

Pipeline – Paper in Submission

- [1] **Rottler, M.**, Helmig, B., & Ahrens, J-P. *Title hidden for review process*
Status: Under Review
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Publications and Research Projects Continued

Pipeline – Developed Papers Near Submission

- [2] Henninger, M. & **Rottler, M.** Under Pressure: Social Information on Peer Groups and its Influence on the Intention to Volunteer
Target: B-ranked Journal in Nonprofit Management
- [1] **Rottler, M.** & Helmig, B. Rewarding Endeavor: A Research Synthesis Framework on Social Mechanisms in Reward-based Crowdfunding
Target: VHB-Jourqual3 A-ranked Journal/FT50 Journal in Management & Entrepreneurship

Pipeline – Working Papers

- [3] **Rottler, M.**, Gross, H. P., & Kaempffe, E. Diversity in Arts and Cultural Organizations
- [2] **Rottler, M.**, Ahrens, J-P., Strohmeyer, R., & Istipliler, B. Leadership in Family Firms – Women on the Rise? Or not?
- [1] Ahrens, J-P., Isaak, A., Istipliler, B., **Rottler, M.**, & Steininger, D. In Search of the 150 Mio. Dollar Formula: Going Beyond Crowdfunding in a Digital World

Essay

- [1] Gross, H. P., Kaempffe, E., & **Rottler, M.** (2021) Diversität in Kulturorganisationen und Kulturpolitik – Eine Bestandaufnahme diversitätshemmender Prozesse und Strukturen. In Neundlinger, B. & Mohr, H. (Eds) *Kulturpolitische Mitteilungen*, Kulturpolitische Gesellschaft e.V., 172 (1), p. 50-52.

Conference Presentations

- [16] Ahrens, J-P., Isaak, A., Istipliler, B., **Rottler, M.** & Steininger, D. (2021). Ultimate Dream Management: An Innovative Crowdfunding Management Technique for the Creation of Desired Products. *European Academy of Management Conference (EURAM), Virtual Conference.*
- [15] 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.*
- [14] **Rottler, M.**, Helmig, B., & Ahrens, J-P. (2020). The Biased Crowd? Personality Perceptions in Crowdfunding. *International Conference on Information Systems (ICIS), Virtual Conference.*
- [13] **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.*
- [12] 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.*
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Conference Presentations Continued

- [11] **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.
- [10] 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.
- [9] **Rottler, M.** & Helmig, B. (2020). Successful Funding Through the Crowd: Towards a Research Synthesis Framework. *Academy of Management, 80th Annual Meeting*, Virtual Conference.
- [8] **Rottler, M.** (2020). Crowdfunding, der digitale Rattenfänger von Hameln? *13. Jahrestagung des Fachverband Kulturmanagement*, Düsseldorf, Germany.
- [7] Helmig, B. & **Rottler, M.** (2019). Traits Matter - Personality and Crowdfunding Performance. *Academy of Management, 79th Annual Meeting*, Boston, MA, U.S..
- [6] 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 (ELASM)*, Oxford, U.K..
- [5] 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.
- [4] **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.
- [3] Oberg, A., Wruk, D., Friedrich-Schieback, M., **Rottler, M.**, Helmig, B., & Woywode, M. (2017). How Can We Measure the Impact of the Sharing Economy? A Conceptual and Empirical Impact Model. *SustEcon Conference – The contribution of a sustainable economy to achieving the SDGs*, Berlin, Germany.
- [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 (ELASM)*, Belfast, Northern Ireland.
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Research with Third Party Funds or Practice Partners

- [4] 07/2021 – 12/2022 Leadership in Family Firms – Women on the Rise? Or not?
Funded Research (Five-digit Euro Amount), Institute for SME Research and EQUA Foundation
with: Jan-Philipp Ahrens, Robert Strohmeyer, Baris Istipliler, and Freya Onneken
- [3] 01/2020 – today Audience Development in the Arts: Assessing Motives, Obstacles, and Hurdles of Non-visitors of Cultural Institutions
Funded Research Cooperation, Chair of ABWL. Public and Nonprofit Management and Nationaltheater Mannheim
with: Bernd Helmig and Moritz Motyka
- [2] 05/2019 – 05/2021 The Interplay of Diversity Management, Stakeholder Satisfaction and Loyalty
Funded Research Cooperation, Chair of ABWL, Public and Nonprofit Management and Nationaltheater Mannheim
with: Bernd Helmig
- [1] 05/2017 – today Visitor Surveys and Voluntary Payment Behavior
Practice Research, Chair of ABWL. Public and Nonprofit Management and Biennale für aktuelle Fotografie, Mannheim
with: Franziska Wallmeier (2017)

Scholarships and Grants

German Academic Exchange Service

- 2017, 2018 Research Funding (Conference Travel) by the German Academic Exchange Service (DAAD)
- 2011 Research Funding (Research) by the German Academic Exchange Service (DAAD)

Foundations

- 2021 – 2022 Research Funding by the EQUA Foundation, Germany
- 2017 Research Scholarship (Conference Travel) by the Julius-Paul-Stiegler-Gedächtnis-Foundation

University of Mannheim

- 2019, 2020, 2021 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
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Teaching

Teaching activity - University of Mannheim

Management for Business Administration Minors

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

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 Theses

(Bachelor theses (25), Master theses (8): since Spring Term 17)

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)

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

ICIS Annual Conference

Academy of Management, Annual Conference
