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Curriculum Vitae

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Academic career and education

- Since Feb 2020 Assistant Professor for Sustainable Entrepreneurship at the University of Mannheim
- 04/2015 – 01/2020: Senior researcher (Postdoc) at the University of Mannheim, Institute for SME Research, Chair for SME Research and Entrepreneurship, Prof. Dr. Michael Woywode
- March 2013: Doctorate (Dr. rer. pol.) with summa cum laude
Title of dissertation: "The creation and spread of management knowledge – A social constructivist perspective"
Dissertation within the project „Diffusion and adoption of modern management concepts”, funded by the German Research Foundation (DFG)
- 09/2011 – 12/2011: Visiting Scholar at the Scandinavian Consortium for Organizational Research (Scancor), Stanford University, USA
- 06/2008 – 09/2014: Researcher and doctoral candidate at the University of Mannheim, Institute for SME Research, Chair for SME Research and Entrepreneurship, Prof. Dr. Michael Woywode
- 09/2006 –12/2006: Studies of Business Administration at the Bordeaux Ecole de Management, France
- 10/2002 – 05/2008: Studies of Business Administration at the University of Mannheim
- 06/2002 High School diploma (Abitur) at Gymnasium Eppingen

Further Work Experience

- 10/2014 – 03/2015 Senior Analyst Strategy Development Passenger Transport
DB Mobility Logistics AG, Frankfurt am Main

List of Publications

Books and Edited Books

Krlev, Gorgi, Dominika Wruk, Giulio Pasi, Marika Bernhard (Eds.) (forthcoming 2023). *Social Economy Science - Transforming the Economy and Making Society More Resilient*. Oxford University Press.

Wruk, Dominika, Achim Oberg, Indre Maurer (Eds.) (2019). *Perspectives on the sharing economy*. Newcastle: Cambridge Scholars Publishing.

Wruk, Dominika (2013): *The creation and spread of management knowledge – A social constructivist perspective*. Dissertation. Universität Mannheim.

Peer-Reviewed Journals

Wruk, Dominika, Tino Schöllhorn, Achim Oberg (2020). Is the Sharing Economy a Field? How a Disruptive Field Nurtures Sharing Economy Organizations. *Research in the Sociology of Organizations*, 66. <https://doi.org/10.1108/S0733-558X20200000066007>

Wruk, Dominika, Achim Oberg, Indre Maurer, Jennifer Klutt (2019). The presentation of self as good and right: How value propositions and business model features are linked in the sharing economy. *Journal of Business Ethics*, 59(4), 997–1021. <https://doi.org/10.1007/s10551-019-04209-5>.

Wruk, Dominika, Achim Oberg, Marina Friedrich (2018). Why should we try to quantify the sharing economy? Essay currently under review in *GAIA - Ecological Perspectives for Science and Society*. 28: S1, pp. 184-189. <https://doi.org/10.14512/gaia.28.S1.3>

Wruk, Dominika, Thomas Armbrüster, Michael Woywode (2014). Empfehlungen als Eintrittsbarriere in den Beratungsmarkt: Wann Mittelständler Unternehmensberatungen weiterempfehlen. *ZfKE – Zeitschrift für KMU und Entrepreneurship*, 62: 3, pp. 191-216

Scheiber, Florian, Dominika Wruk, Stefan Huppertz, Achim Oberg und Michael Woywode (2012). Die Verbreitung moderner Managementkonzepte im Mittelstand, in: *Zeitschrift für Betriebswirtschaft*, 03/2012, pp. 25-69, Special Issue "Management von kleinen und mittleren Unternehmen".

Further academic publications

Krlev, Gorgi, Giulio Pasi, Dominika Wruk & Marika Bernhard (2021). Reconceptualizing the Social Economy. *Stanford Social Innovation Review*.

Wruk, Dominika, Clara Wolff, Jonas Pentzien, Santje Kludas (2018). Einführung in das Schwerpunktthema: Plattformökonomie - Chancen und Risiken gegenwärtiger Entwicklungen. In: *Ökologisches Wirtschaften* 4/2018. pp. 14-15.

Mädche, Alexander und Dominika Wruk (2014). Nutzerzentrierte Informationssysteme für den deutschen Mittelstand. In: *Magazin Mittelstand-Digital WISSEN*. Volume 1, pp. 7-18.

Scheiber, Florian, Dominika Wruk, Achim Oberg, Johannes Britsch, Michael Woywode, Alexander Maedche, Felix Kahrau, Hendrik Meth, Dieter Wallach, and Marcus Plach (2012). Software Usability in Small and Medium Sized Enterprises in Germany: An Empirical Study. In: Maedche, Alexander; Botzenhardt, Achim; Neer, Ludwig (Eds.). *Software for People*. Springer Verlag. pp 39-52.

Current working papers

Schöllhorn, Tino, Dominika Wruk, Achim Oberg (2023). How fields overlap: Relational and symbolic overlaps between blockchain, cooperativism and sharing.

Wruk, Dominika, Achim Oberg, Olaf Kellermeier (2023). Comparing Apples and Oranges – How to study umbrella concepts.

Wruk, Dominika, Achim Oberg, Olaf Kellermeier (2024). Why is it worth to share. Impacts of the sharing economy.

Funded projects

- 06/2023 – 05/2025: Digitalzentrum Fokus Mensch Usability
(www.kompetenzzentrum-usability.digital)
Funding body: Federal Ministry for Economic Affairs and Climate Action (BMWK)
Funding amount:
Funding code:
Role: Participation in application
- 07/2022 – 06/2024: Impact Sozialer Innovationen (ISI)
(<http://www.institut-fuer-mittelstandsforschung.de/isi>)
Funding body: Federal Ministry for Education and Research (BMBF)
Funding amount: approx. 300'000 Euros
Funding code: 16INS113C
Role: Project co-lead
- 06/2017 – 05/2022: Research project platforms2share studying the potential of cooperative organizational forms and new technologies in the sharing economy
(www.platforms2share.org).
Funding body: Federal Ministry for Education and Research (BMBF)
Funding amount: approx. 2.4 million Euros
Funding code: 01UU1702
Role: Independent application and project lead
- 05/2015 – 12/2019: Research project i-share on the impact of the sharing economy in Germany (www.i-share-economy.org)
Funding body: Federal Ministry for Education and Research (BMBF)
Funding amount: ca. 1.6 million Euros
Funding code: 01UT1408
Role: Project co-lead
- 12/2017 – 04/2022: Mittelstand 4.0-Kompetenzzentrum Usability
(www.kompetenzzentrum-usability.digital)
Funding body: Federal Ministry for Economic Affairs and Climate Action (BMWK)
Funding amount: approx. 4.4 million Euros
Funding code: 01MF17013D
Role: Participation in application

- 02/2013 – 04/2016: Kompetenzzentrum UIG - Ein Usability-Managementkonzept und Netzwerk für den Mittelstand (www.usability-in-germany.de)
Funding body: Federal Ministry for Economic Affairs and Climate Action (BMWK)
Funding amount: ca. 950,000 Euros
Funding code: 01MU12036
Role: Project co-lead, participation in application
- 11/2010 – 03/2012: Study on the usability of application software as a competitive factor for SMEs (www.usability-in-germany.de/uig-studie)
Contracting authority: Funding body: Federal Ministry for Economic Affairs and Climate Action (BMWK)
Contract volume: ca. 330.000 Euros
Contract code: IC4-020815
Role: Participation in application and implementation of the project
- 01/2011 – 12/2014: Research project on the diffusion and adoption of modern management concepts
Funding body: German Research Foundation (DFG)
Funding amount: approx. 300.000 Euros
Funding code: WO 743/2-1
Role: Participation in application and implementation of the project, dissertation within the scope of the project

Organization of workshops and conferences

- 11.10.2020 Social Economy Science Conference (<https://social-economy-science.eu/>)
Together with Gorgi Krlev, Giulio Pasi, Marika Bernhard
- 11.10.2020 Sixth i-share Symposium (digital) (<https://www.i-share-economy.org/de/sechstes-i-share-symposium>)
Together with Achim Oberg
- 25.-29.08.2019 Scancor PhD Workshop on Institutional Analysis 2019, University of Mannheim (www.institut-fuer-mittelstandsforschung.de/forschung/scancor-workshop-2019)
Public morning lectures and PhD workshops in the afternoon
Together with Achim Oberg and Michael Woywode
- 25.06.2019 Fifth i-share Symposium, University of Mannheim (<https://www.i-share-economy.org/de/fuenftes-i-share-symposium>)
Together with Achim Oberg
- 03.07.2018 Usability in Germany-congress on „UUX + Industry 4.0“, University of Mannheim (<https://www.usability-in-germany.de/aktuelles/uig-tagung-372018>)
Together with Achim Oberg und Olaf Kellermeier

- 27.-29.06.2018 Fifth international Workshop on the Sharing Economy (5th IWSE), University of Mannheim, (www.i-share-economy.org/5th-iwse)
Together with Achim Oberg and Indre Maurer
- 09.11.2017 Third i-share Symposium, University of Mannheim
(www.i-share-economy.org/de/drittes-i-share-symposium)
Together with Achim Oberg
- 08.11.2017 Second i-share Research Workshop, University of Mannheim
(www.i-share-economy.org/de/drittes-i-share-symposium)
Together with Achim Oberg
- 22.06.2017 Usability in Germany-congress on „Usability and User Experience“, University of Mannheim
(www.usability-in-germany.de/aktuelles/fruehjahrstagung-23032016)
Together with Achim Oberg and Olaf Kellermeier
- 23.03.2016 Usability in Germany congress on „Connecting the Dots: Integrate UX an Management!“, University of Mannheim
(www.usability-in-germany.de/aktuelles/fruehjahrstagung-23032016)
Together with Achim Oberg and Olaf Kellermeier
- 26.11.2015 First i-share Symposium, Hertie School of Governance, Berlin
(<https://www.i-share-economy.org/projekt/erstes-i-share-symposium>)
Together with Achim Oberg and Johanna Mair
- 15.04.2015 Usability in Germany congress on „Emotions and Organizations“, University of Mannheim
(www.usability-in-germany.de/aktuelles/fruehjahrstagung-1542015)
Together with Achim Oberg and Olaf Kellermeier
- 02.04.2014 Usability in Germany congress on „Management of Emotions“, Technoseum Mannheim
(www.usability-in-germany.de/aktuelles/fruehjahrstagung-02042014)
Together with Achim Oberg and Olaf Kellermeier
- 29.08.-02.09.2011 Scancor PhD Workshop on Institutional Analysis 2011, University of Mannheim
Public morning lectures and PhD workshops in the afternoon
Together with Achim Oberg, Florian Scheiber and Michael Woywode

Networks and memberships

New Institutionalism Network (www.newinstitutionalism.org)

European Group of Organization Studies (www.egosnet.org)

Academy of Management (<http://aom.org/>)

Member of Scientific Committee of the “International Workshop on the Sharing Economy”

Member of supervisory board of SMartDe e.G., a cooperative for self-employed persons
(<https://smart-eg.de>)

Member of Social Economy network of the City of Mannheim

Teaching experience

FSS 2022	Course “TRANSFORM - Innovation and Entrepreneurship for Sustainability” for Master’s students of several Universities (MAN 639) The course received a Responsible Business Education Award from the Financial Times (https://www.ft.com/content/91f6cda6-55cb-4bce-8dac-7476343dea5e)
HWS 2021	Course on “Sustainable Entrepreneurship, Sharing Economy and Platform Economy” for Bachelor students at the University of Mannheim (SEC 6)
FSS 2020	Seminar “Organizational Theories” for doctoral students at the Graduate School of Economic and Social Sciences at the University of Mannheim Together with Prof. (em.) Dr. Dr. h.c. mult. Alfred Kieser
FSS 2020	Seminar “Neo-Institutional Analysis of the Sharing and Platform Economy“ at the Department of Sociology, University of Lucerne

Empirical research seminars for Master’s students at the University of Mannheim with approx. 20 students per seminar:

FSS 2017	Entrepreneurship in the Sharing Economy
FSS 2015	Sharing Economy – Opportunities and Limitations
FSS 2012	Management Concepts and Artifacts
FSS 2011	Markets, Fields and Populations: Approaches from Organizational Theory for Groups of Organizations
FSS 2010	Diffusion of Management Concepts among SMEs
HWS 2009	Development and diffusion of management concepts
FSS 2009	Diffusion of Management Concepts among SMEs

Responsibility for exercise sessions and administration of courses for bachelor students from Prof. Dr. Michael Woywode at the University of Mannheim with approx. 700 students each semester:

HWS 2008, 2010	Management I (for Management students)
FSS 2009	Management for students from other faculties

Continuous supervision of theses (More than 20 diploma and master’s theses and 20 bachelor’s theses)

Teaching at Mannheim Business School:

FSS 2023 Course on “ Platforms, Sharing Economy and New Organizational Forms” as part of the Mannheim Master in Sustainability and Impact Management at the Mannheim Business School

Since 2017 Lectures on “Sustainable Entrepreneurship” and “Status Quo and Impact of the Sharing Economy in Germany” within the scope of several programs (e.g. Mannheim-Tongji EMBA, ESSEC-Mannheim EMBA)