



OTTO VON GUERICKE  
UNIVERSITÄT  
MAGDEBURG

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# Forschungsbericht 2019

Professur BWL, insb. Behavioral International Management

# PROFESSUR BWL, INSB. BEHAVIORAL INTERNATIONAL MANAGEMENT

Otto-von-Guericke-Universität Magdeburg  
Faculty of Economics and Management  
Behavioral International Management  
Universitätsplatz 2  
39106 Magdeburg

## 1. LEITUNG

Prof. Dr. David Bendig

## 2. FORSCHUNGSPROFIL

The professorship Behavioral International Management is focused on research that advances both academic thinking and practical application in the fields of international strategic management and innovation & entrepreneurship.

We take a quantitative-empirical approach to a diverse set of topics ranging from the study of individual behavior of entrepreneurs and top managers to firm- and industry-specific outcomes and trends such as digitization, product quality, coopetition, innovation, and (corporate) venturing. We collaborate with leading universities and research institutes in Germany and abroad. Additionally, we place an emphasis on the practical relevance and impact of our research by cooperating with corporate partners and startups.

We have experience in working with DFG, BMBF, BMWi, and EU grants and are continuously looking for new project partners. We have published our research in renowned journals such as *Research Policy*, *Journal of Marketing*, *Long Range Planning*, *Journal of Operations Management*, and *Entrepreneurship Theory and Practice*. We frequently present and discuss our research in international conferences such as the *Academy of Management Annual Meeting*.

## 3. FORSCHUNGSPROJEKTE

**Projektleitung:** M.Sc. Robin Wagner  
**Förderer:** Haushalt - 01.01.2019 - 31.12.2019

### **IT-related patents as a measure of digital innovation**

Currently, academic literature lacks a stringent approach to measure the extent of a firms digital innovation efforts (especially based on secondary data).

In a novel approach, we use a firms patents related to information technology as a proxy for digital innovation. Using an advanced fuzzy matching algorithm and extensive data cleaning, we matched 2.6 millions U.S. patents to their corporate parents. To our best knowledge, we are also the first to match patents more accurately and comprehensively by relying on firms year-by-year lists of subsidiaries found in the annual report.

First analyses confirm our initial hypotheses and we are confident that this dataset will be the basis for significant contributions in the fields of innovation, digitization, and information systems.

## 4. VERÖFFENTLICHUNGEN

### BEGUTACHTETE ZEITSCHRIFTENAUFsätze

**Eiteneyer, Nils; Bendig, David; Brettel, Malte**

Social capital and the digital crowd - involving backers to promote new product innovativeness

Research policy - Amsterdam: Elsevier, 2019;

[Online first]

[Imp.fact.: 4.661]

### BEGUTACHTETE BUCHBEITRäge

**Katzenmeier, Stefan; Bendig, David**

The supply side - profiling crowdfunders

Handbook of research on crowdfunding - Cheltenham: Edward Elgar Publishing, S. 122-164, 2019