



OTTO VON GUERICKE
UNIVERSITÄT
MAGDEBURG

WW

FAKULTÄT FÜR
WIRTSCHAFTSWISSENSCHAFT

Forschungsbericht 2020

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 (seit Juni 2020 Universität Münster)

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. VERÖFFENTLICHUNGEN

BEGUTACHTETE ZEITSCHRIFTENAUFsätze

Bendig, David; Foegel, J. Nils; Endriß, Stefan; Brettel, Malte

The effect of family involvement on innovation Outcomes - the moderating role of board social capital

The journal of product innovation management: an international publication of the Product Development & Management Association - Oxford: Wiley-Blackwell, 1984 . - 2020;

[Online first]

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