

# Dr. Mareike Möhlmann

**Information Systems & Management Group  
Warwick Business School (WBS)  
University of Warwick  
Coventry, UK**

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## Employment

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09/2016 -	<b>University of Warwick, Warwick Business School</b> Information Systems & Management Group Assistant Professor
01/2018 -08/2018	<b>London School of Economics, Management Department</b> Visiting Scholar/Teaching Fellow
05/2015 -10/2016	<b>New York University, Stern School of Business</b> Department of Information, Operations, and Management Science Information Systems Management, Postdoctoral Researcher
04/2012-03/2015	<b>University of Hamburg</b> Department of Business Administration/Department of Socio-Economics Research and Teaching Assistant
09/2010-10/2011	<b>United Nations (UNEP), New York Office</b> Associate Programme Officer (former Intern), Policy Coordination in International Governance (Sustainable Development, Climate Change, Green Economy)

## Education

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04/2012-03/2015	<b>University of Hamburg, Germany</b> Doctorate in Business Administration/Management
09/2009-11/2010	<b>London School of Economics and Political Science, UK</b> M. Sc. in Public Management
09/2008-02/2009	<b>Institut d'Etudes Politiques de Paris (Sciences Po), France</b> Management and Political Science
10/2006-08/2009	<b>Ludwig-Maximilians University Munich, Germany</b> B. A. in Communication/Media Science and Political Science

## Languages

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English	Fluent
German	Mother tongue
French	Basic command

## Research

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- Research Interests**
- Information Systems Management
  - Intersection to: Marketing (Online Consumer Behavior) and Strategic Management
- Keywords**
- Algorithmic management, digital platforms, sharing economy, gig economy, digital trust, peer review systems, online consumer behavior, experimental studies, structural-equation modelling, quantitative and qualitative research, data science, Uber, Airbnb, BlaBlaCar
- Awards and Honors**
- RESER Founders' PhD Award for Outstanding Performance as a Young Scholar (European Ass. for Research on Services 2014)
  - Nomination for the William H. Newman Award for Best Paper Based on a Dissertation (Academy of Management 2015)
- Third-Party Funding and Grants**
- Fritz Thyssen Stiftung Research Grant in 2015 (> USD 40,000)
  - DAAD Grant in 2015 (> USD 20,000)
  - Graduate school WISO UHH Research Grant in 2014
  - RESER Founders' PhD Award Grant in 2014
  - DAAD Grant for International Organizations (09/2010-12/2010)
  - European Union Erasmus Grant (09/2008-02/2009)
- Service**
- AE for ICIS 2017/2018/2019, AE for AOM 2018, AE for ECIS 2019, AE for HICSS 2019
  - Reviewer for Information Systems Research, AOM, ICIS, AMA, ECIS, AMCIS, European Journal of Marketing, JCB, JMS, JSIS, etc.
  - Mini-track chair together with Sirkka Jarvenpaa and Robin Teigland: Advances in Trust, Identity, and Trusted Systems in Technology-Mediated Environments, HICSS 2019
  - Co-hosted PDW "Trust in Digital Platforms" at AOM 2018 with Kalle Lyytinen, Sirkka Jarvenpaa, Karen Cook, Lisa Vanderwerff
  - Member of Scientific Committee at Reshape Work Conference, held in Amsterdam, October 2018
  - Affiliated member with the WBS Artificial Intelligence Innovation Network
  - Member of the Scientific Committee of Reshape Work Conference held at VU Amsterdam in October 2018
- Media Coverage**
- The Times, The Financial Times, The Independent, The Evening Standard, The Telegraph, Fox4News, BBC, The Conversation, The Business Insider, Economia, The World Economic Forum, etc.
  - August 2017: Research about Uber was featured on the front page of the print version of The Times, and in about 200 other press outlets worldwide; generation of more than 100,000 Pounds in AVE (advertising value equivalent)
- Impact**
- Two potential impact cases at WBS: (1) new ways of working under algorithmic management (with Ola Henfridsson), (2) the sharing economy (with Pinar Ozcan)

## Teaching

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### University of Warwick

- Principal supervisor of 2 PHD students
- Instructor: Digital Marketing and Technology Management (SpT18, ST18)
- Instructor: Design Thinking for Digital Innovation (AT16, AT17/AT18)
- Instructor: Digital Business and Workplace Technologies (AT16)
- Instructor: Digital Business in Modern Organisations (AT16)

### LSE

- Instructor: New Media Marketing (SpT18, SpT19)

### University of Hamburg

- Instructor: "Service Learning – Development of Management Strategies for Practice Partners" (ST13, WT13/14, ST14, WT14/15)
- TA: Human Resources Management (WT12/13, WT13/14)
- TA: Management of Private & Public Organizations & Nonprofit Organizations (ST12, WT12/13/14/15)

## Work in Progress/Pipeline

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With Jarvenpaa, Sirkka: Projects addressing different aspects of trust in peer economy platforms and multi-sided platforms

With Zalmanson, Lior and Henfridsson, Ola, Gregory, Robert: Project addressing the algorithmic management practices of the Uber platform (also classified as a potential impact case)

With Ozcan, Pinar: Industry and academic research project (potential impact case) in collaboration with SEUK - the sharing economy UK trade organisation

With Sorensen, Carsten: The Platformization of Management

With Teubner, Timm, Adam, Marc and others: Project addressing trust in the sharing economy by using an experimental framework

## Publications in International Journals

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Mazzella, F., Sundararajan, A., D'Espous, V. and Möhlmann, M. (2016): How digital trust powers the sharing economy, *IESE Insight*, Third Quarter, 30, 24-30.

Boenigk, S./Möhlmann, M. (2016): A public sector marketing model to measure the social and environmental values of public strategies – An empirical study on a green public service, in: *Journal of Nonprofit & Public Sector Marketing*, 28(2), 85-104.

Möhlmann, M. (2015): Collaborative consumption – Determinants of satisfaction and the likelihood of using a sharing economy option again, in: *Journal of Consumer Behaviour*, 14(3), 193-207.

Wymer, W./Boenigk, S./Möhlmann, M. (2015): The Conceptualization of nonprofit marketing orientation – A critical reflection and contributions towards closing the practice-theory gap, in: *Journal of Nonprofit & Public Sector Marketing*, 27(2), 117-134.

## **Book Chapter**

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Möhlmann, M. and Geissinger, A. (2018), "Trust in the Sharing Economy: Platform-Mediated Peer Trust", to be published in: Davidson, N., Infranca, J., Finck, M. (eds.) *The Cambridge Handbook on Law and Regulation of the Sharing Economy* (2018). Cambridge: Cambridge University Press

## **Working Papers Available Online**

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Möhlmann, M. (2016): Digital Trust and Peer-to-Peer Collaborative Consumption Platforms: A Mediation Analysis, available at: <http://ssrn.com/abstract=2813367>.

## **Papers (or Abstracts) in Peer-Refereed Conference Proceedings**

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Möhlmann, M. and Jarvenpaa, Sirkka L. (2019): Cognitive Challenges on Digital Exchange Platforms: Exploring Misspecifications of Trust, Hawaii International Conference on Information System Sciences HICSS-52, Hawaii, US.

Jarvenpaa, Sirkka L., Möhlmann, M., and Teigland, R. (2019): Minitrack: Advances in Trust, Trusted Systems, and Technology Mediated-Environments, Hawaii International Conference on Information System Sciences HICSS-52, Hawaii, US.

Möhlmann, M. and Zalmanson, L. (2017): Hands on the wheel: Navigating algorithmic management and Uber drivers' autonomy, proceedings of the International Conference on Information Systems (ICIS 2017), December 10-13, Seoul, South Korea.

Hawlitsek, F., Teubner, T., Adam, M. T. P., Borchers, N. S., Möhlmann, M., Weinhardt, C. (2016): Trust in the sharing economy: An experimental framework, research-in-progress, International Conference on Information Systems (ICIS 2016), December 11-14, Dublin, Ireland.

Möhlmann, M. (2015): Collaborative consumption: Reasons for choosing a sharing economy option, presented at the 2015 Academy of Management (AOM), Social Issues in Management Division, August 7-11, Vancouver, Canada (**Nomination "William H. Newman Award for Best Paper based on a Dissertation"**).

Möhlmann, M. (2015): Building trust in collaborative consumption services facilitated through an online platform, presented at the 2015 Academy of Management (AOM), Organizational Communication and Information Systems Division, August 7-11, Vancouver, Canada.

## **Practice Articles/Reports**

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Ozcan, P., Möhlmann, M. (2018): Sharing is disrupting, *Core Magazine*, Issue 6.

Ozcan, P., Möhlmann, M., Krishnamoorthy, C. (2018): Who shares and who doesn't? Results of the UK Sharing Economy Consumer Survey 2017, Warwick Business School Report, May 2018.

Möhlmann, M. (2016): Why people trust sharing economy strangers more than their colleagues, *The Conversation UK*, among others reprinted in *The Business Insider*, *Economia*, and *The World Economic Forum*.

BlaBlaCar Report (2016): Entering the trust age, co-authored by Mazzella, F. and Sundararajan, A., with contributions by: D'Espous, V. and Möhlmann, M.

Boenigk, S., Möhlmann, M. (2014): Eine empirische Studie über das StadtRAD Hamburg (in English: An empirical study of the bicycle-sharing system StadtRAD Hamburg), presentation available online: [mobility-workspace.eu](http://mobility-workspace.eu)

### **Presentations at International Conferences (Paper, Posters, and Workshops)**

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Möhlmann, M. and Jarvenpaa, S. L. (2018): Misspecifications of trust on digital exchange platforms: An agenda for future research, PDW on Trust in Digital Platforms, Academy of Management, August 10-14 2018, Chicago.

Möhlmann, M. and Zalmanson, L., Henfridsson, O. (2018): The Gig Economy: When algorithms manage freelance workers, 5th Intern. Workshop on the Sharing Economy, June 28-29, Mannheim, Germany.

Möhlmann, M. and Zalmanson, L., Henfridsson, O. (2018): Hands on the Wheel (and the app): Regaining Control in the Age of Algorithmic Management, Republica, May 2-4 2018, Berlin

Möhlmann, M. (2017) Methodological approaches studying the sharing and gig economy, Symposium on the Management of Work in the Sharing Economy, University of Sussex, December 15, 2017.

Möhlmann, M., Zalmanson, L., Henfridsson, O. (2017): How Uber drivers regain control in the age of algorithmic management, 4th International Workshop on the Sharing Economy, June 15-16, Lund, Sweden.

Möhlmann, M. and Geissinger, A. (2017): Trust in the sharing economy, Workshop on the Cambridge Handbook of the Law of the Sharing Economy, April 28, 2017, Boston, US (remotely).

Möhlmann, M., Zalmanson, L., Henfridsson, O. (2017): Hands on the Wheel (and the App) – Regaining Control in the Age of Algorithmic Management, Theorizing the Web Conference, April 07-08, New York.

Hawlitshchek, F., Teubner, T., Adam, M. T. P., Borchers, N. S., Möhlmann, M., Weinhardt, C. (2016): Trust in the sharing economy: An experimental framework, short paper, International Conference on Information Systems (ICIS 2016), December 11-14, Dublin, Ireland, pp. 1-14.

Möhlmann, M. (2016): Digital trust and peer-to-peer collaborative consumption platforms: A mediation analysis, MISQE Research for Practice Workshop on the Sharing Economy, International Conference on Information Systems (ICIS 2016), December 10, Dublin, Ireland.

Möhlmann, M. (2016): Sharing Economy: Building Trust in P2P Online Marketplaces, presented at the New York Computer Science and Economics Day (NYCE) 2016, January 29, 2016, New York, USA.

- Möhlmann, M. (2015): Collaborative consumption: Trust in peer-to-peer online marketplaces, poster, presented at the 2015 Workshop on Information in Networks, October 2-3, New York, USA.
- Möhlmann, M. (2015): Collaborative consumption: Reasons for choosing a sharing economy option, Academy of Management (AOM), Social Issues in Management Division, August 7-11, Vancouver, Canada (Nomination "William H. Newman Award for Best Paper based on a Dissertation").
- Möhlmann, M. (2015): Building trust in collaborative consumption services facilitated through an online platform, Academy of Management (AOM), Organizational Communication and Information Systems Division, August 7-11, Vancouver, Canada.
- Möhlmann, M. (2014): Collaborative consumption – Determinants of satisfaction and the likelihood of using a sharing option again, presented at the 24th Annual Conference of the European Association for Research on Services, September 11-13, 2014, Helsinki, Finland (**"RESER Founders' PhD Award 2014 for Outstanding Performance as a Young Scholar"**).
- Möhlmann, M. (2014): Sharing Economy alias collaborative consumption – The causality between the level of trust and intentional and actual behavior to use a sharing option, presented at the International Doctoral Colloquium of the 24th Annual Conference of the European Association for Research on Services, September 09-10, 2014, Helsinki, Finland.
- Möhlmann, M. (2014): Sharing Economy alias collaborative consumption – The causality between the level of trust and intentional and actual behavior to use a sharing option, presented at the International Doctoral Workshop Research Design for Causal Inference in Social Sciences at the University of Southern Denmark, August, 11-13, 2014, Esbjerg, Denmark.
- Boenigk, S./Möhlmann, M. (2014): Why public management goes green – A model and assessment of public value creation on the individual, collective and ecosystem level, presented at the 8th International EIASM Public Sector Conference, September 1-4, 2014, Edinburgh, UK.
- Möhlmann, M. (2013): The development of a holistic conceptual model to capture the value of public, nonprofit, and private sector collaboration, poster, presented at the 42th Annual Conference of the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), November 21-23, 2013, Hartford, USA.
- Boenigk, S./Wymer, W./Möhlmann, M. (2013): The development of a nonprofit marketing orientation scale, presented at the 42th Annual Conference of the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), November 21-23, 2013, Hartford, USA.
- Boenigk, S./Wymer, W./Möhlmann, M. (2013): Development of a nonprofit marketing orientation scale. Part I: Definition, state-of-the art, conceptualization, and development of initial item pool presented at the 9th Workshop on the Challenges of Managing the Third Sector by the European Institute of Advanced Studies in Management (EIASM), June 13-14, 2013, Lund, Sweden.
- Boenigk, S./Möhlmann, M. (2012): Which posting strategies of nonprofit organizations work best on Facebook?, presented at the 41th Annual Conference of the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), 15-17 November 2012, Indianapolis, USA.
- Boenigk, S./Wymer, W./Möhlmann, M. (2012): Societal orientation of nonprofit organizations: Scale development and validation, poster, presented at the 41th Annual Conference of the

Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), November 15-17, 2012, Indianapolis, USA.

### **Invited Presentations**

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2018, March: London School of Economics, UK

2017, July: University of Cologne, Germany

2016, May: Warwick University, Warwick Business School, ISM Group, UK

2016, April: Vrije University of Amsterdam, KIN Research Group, Netherlands

2015, September: Iona, Hagan School of Business, New York, USA