

Dr. Mareike Möhlmann

E-mail: Mareike.Moehlmann@wbs.ac.uk

Website: mareikemoehlmann.com

Phone: +44 (0) 7743 577719

Employment

09/2016 -	University of Warwick, Warwick Business School Information Systems & Management Group Assistant Professor
01/2018 – 07/2019	London School of Economics, Management Department Visiting Scholar/Teaching Fellow
05/2015 -10/2016	New York University, Stern School of Business Department of Information, Operations, and Management Science Information Systems Management, Postdoctoral Researcher
09/2010-10/2011	United Nations (UNEP), New York Office Policy Coordination in International Governance (Sustainable Development, Climate Change, Green Economy)

Education

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

Research

Research Interests	<ul style="list-style-type: none">• Digital innovation, digital platforms, algorithmic management, the future of work, digital trust, peer review systems, the sharing economy, institutional entrepreneurship, experimental studies, structural-equation modelling, quantitative and qualitative research, data science
Awards and Honours	<ul style="list-style-type: none">• Warwick Business School Award for Outstanding Contribution to Teaching 2018-2019• Offer to be appointed as Professor/Chair in "Digital Innovation and Inclusive Entrepreneurship" (W2, fixed term) at TU Berlin in Feb 2019 (not accepted)

- 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

- Several funds to disseminate impact-related research awarded by Warwick Business School in 2018/2019 (approx. 10,000 Pounds)
- Research allowance funds granted at WBS 18,000 Pounds (in 2016/17, 2017/18, 2018/19)
- Fritz Thyssen 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 (Helsinki, Finland) in 2014

Service

- Associate Editor (AE) for ICIS 2017/2018/2019, AE for AOM 2018/2019, AE for ECIS 2019, AE for HICSS 2019
- Reviewer for Information Systems Research, ICIS, AOM, AMA, ECIS, AMCIS, European Journal of Marketing, JCB, JMS, JSIS, etc.
- Co-mini-track chair ("advances in trust" and "digital trust") at HICSS conference in 2019 and 2020
- Member of the scientific committee of reshape work conference on the "gig economy" (2019)
- Program committee member for the Pre-ICIS workshop on the "changing nature of work" (2018 and 2019).
- Affiliated member WBS Artificial Intelligence Innovation Network
- Founding member of the new special interest group initiative on digital innovation, transformation & entrepreneurship (Association of Information Systems)

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 was featured on the front page of the print version of the Times (UK) 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 (as classified by WBS): (1) new ways of working under algorithmic management (with Ola Henfridsson), (2) the sharing economy (with Pinar Ozcan)

References and Mentors

- Prof. Ola Henfridsson, University of Miami:
ola.henfridsson@me.com
- Prof. Sirkka L. Jarvenpaa, McCombs School of Business:
University of Texas at Austin:
sirkka.jarvenpaa@mcombs.utexas.edu
- Associate Prof. Robert Gregory, University of Virginia:
rg7cv@comm.virginia.edu
- Associate Prof. Carsten Sørensen, London School of Economics:
c.sorensen@lse.ac.uk

Teaching

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| Teaching Awards | <ul style="list-style-type: none">• Award for Outstanding Contribution to Teaching 2018-2019 by Warwick Business School |
| Teaching Qualifications | <ul style="list-style-type: none">• APTE Degree for Teaching Excellence in Higher Education 2017 (One-year Programme)• Executive Teaching Training Programme at WBS 2018/2019 |
| Most recent teaching evaluation | <ul style="list-style-type: none">• Digital Marketing and Technology Management, Spring 2019:
Module score = 4.7/5, Lecturer score: 4.8/5 |
| University of Warwick | <ul style="list-style-type: none">• Principal supervisor of 3 PHD students<ul style="list-style-type: none">◦ Student 1 focuses on institutional entrepreneurship◦ Student 2 uses an experimental approach to fake news/social media◦ Student 3 focuses on innovation in financial mobile services• Instructor: Business Analytics (Executive Executive Diploma in Digital Leadership) (AT 2019)• Instructor: Quantitative Research Methods (ST 17/18/19)• Instructor: Design Thinking for Digital Innovation (AT16, AT 17/AT18, AT19)• Instructor: Digital Marketing and Technology Management (SpT18, ST18, SpT19, ST19)• Instructor: Digital Business and Workplace Technologies (AT16)• Instructor: Digital Business in Modern Organisations (AT16) |
| London School of Economics | <ul style="list-style-type: none">• Instructor: New Media Marketing: Managing Online and Social Media (SpT18, SpT19) |

University of Hamburg • Instructor: **Service Learning – Development of Management Strategies for Practice Partners** (ST13, WT13/14, ST14, WT14/15)

Publications

Möhlmann, M. and Henfridsson, O. (2019): What People hate about being managed by an algorithm, *Harvard Business Review*, August 2019.

Ozcan, Pinar, Gurses, Kerem, Möhlmann, Mareike: Category kings and commoners: Within and cross-category spill-overs in the sharing economy, *Research in the Sociology of Organizations*, forthcoming.

Möhlmann, Mareike, Teuber, Timm, Graul, Antje (2019): Leveraging trust on sharing economy platforms: Reputation systems, blockchain technology, in: Belk, R. W., Eckhardt, G. M., Bardhi, F. (eds.) *Handbook of the Sharing Economy*, Edward Elgar Publishing.

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

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

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. **[generated more than 600 google scholar citations in 4 years]**.

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.

Conference Proceedings

Ozcan, P., Gurses, K., Möhlmann, M. (2019): Category Kings and Commoners: Within and Across Cross-Category Spillovers in the Sharing Economy, to be presented at the 2019 Academy of Management (AOM), August 9-13, Boston, USA.

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.

Hawlitschek, 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" at AOM].

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.

Industry Publications /Reports

Möhlmann, M. (2019): Algorithmic Management, Core Magazine, Issue 9.

Möhlmann, M. (2018): Trust in the Sharing Economy, Core Magazine, Issue 7.

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

Presentations at International Conferences

Möhlmann, M. and Zalmanson, L., Henfridsson, O., and Gregory R. (2019): Algorithmic Management, PDW on the "Digital Platform Economy", to be held at 019 Academy of Management (AOM), August 9-13, Boston, USA.

Ozcan, P., Gurses, K., Möhlmann, M. (2019): Category Kings and Commoners: Within and Across Cross-Category Spillovers in the Sharing Economy, to be presented at the 2019 Academy of Management (AOM), August 9-13, Boston, USA.

Geissinger, A., Laurell, C., Möhlmann, M., & Öberg, C. (2019). *Collaborative economy in social media – Collective action in Sweden*. Paper presented at the 6th International Workshop on the Sharing Economy, Utrecht.

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.

Möhlmann, M. (2018): How algorithmic management unfolds across the tight- and loose-control platforms M-Turk and Uber, Reshape Work Conference, 24-25 October 2018, Amsterdam.

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.

Hawlicschek, 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

2018, April: TU Berlin, Germany

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