

# Dr. Mareike Möhlmann

Assistant Professor, Bentley University, Waltham, US

E-mail: moehlmann.mareike@gmail.com / mmoehlmann@bentley.edu

Website: mareikemoehlmann.com

## Employment

---

since 12/2020	<b>Bentley University</b> Information & Process Management Group Assistant Professor
09/2016 - 06/2020	<b>University of Warwick, Warwick Business School</b> Information Systems & Management Group Assistant Professor
01/2018 - 06/2020	<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
09/2010-10/2011	<b>United Nations (UNEP), New York Office</b> Policy Coordination in International Governance (Sustainable Development, Climate Change, Green Economy)

## Education

---

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 Management (Public Management and Governance)
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

## Research

---

<b>Research Interests</b>	<ul style="list-style-type: none"><li>• Digital platforms, algorithmic management, the future of work, digital trust, peer review systems, the sharing economy, quantitative and qualitative research</li></ul>
<b>Awards and Honours</b>	<ul style="list-style-type: none"><li>• Warwick Business School Award for Outstanding Contribution to Teaching 2018-2019</li><li>• RESER Founders' PhD Award for Outstanding Performance as a Young Scholar (European Ass. for Research on Services 2014)</li><li>• Nomination for the William H. Newman Award for Best Paper Based on a Dissertation (Academy of Management 2015)</li></ul>

<b>Third-Party Funding and Grants</b>	<ul style="list-style-type: none"> <li>• Several funds to disseminate impact-related research awarded by Warwick Business School in 2018/2019 (approx. 10,000 Pounds)</li> <li>• Fritz Thyssen Research Grant in 2015 (&gt; USD 40,000)</li> <li>• DAAD Grant in 2015 (&gt; USD 20,000)</li> <li>• Graduate school WISO UHH Research Grant in 2014</li> <li>• RESER Founders' PhD Award Grant (Helsinki, Finland) in 2014</li> </ul>
<b>Service</b>	<ul style="list-style-type: none"> <li>• Representative-at-Large of the Academy of Management (AOM) OCIS division (since 2021)</li> <li>• Organizer of the Bentley University Brownbag Seminar Series Information Systems Management (since Spring 2021)</li> <li>• Bentley University First Year Seminar Instructor (2021)</li> <li>• Associate Editor (AE) for ICIS 2017/2018/2019/2020/2021, AE for AOM 2018/2019, AE for ECIS 2019/2021</li> <li>• Reviewer for Information Systems Research, MISQ, Management Science, European Journal of Marketing, JCB, JMS, JSIS, etc.</li> <li>• Co-mini-track chair ("advances in trust" / "digital trust" / "trust and AI" / "trust and distrust") at HICSS conference in 2019, 2020, 2021 and 2022</li> <li>• Member of the scientific committee of reshape work conference on the "gig economy" (2019, 2021)</li> <li>• Program committee member for the Pre-ICIS workshop on the "changing nature of work" (2018 and 2019).</li> <li>• Affiliated member WBS Artificial Intelligence Innovation Network</li> <li>• Member of the tentative executive working group on the AIS SIG on the Changing Nature of Work</li> <li>• Founding member of the AIS SIG initiative on digital innovation, transformation &amp; entrepreneurship</li> </ul>
<b>Media Coverage</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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)</li> </ul>
<b>Podcasts</b>	<ul style="list-style-type: none"> <li>• "The Unlearn Project" (University of Sydney Insights) (published Sept 2020), "Talking about Platforms" podcast 2021</li> </ul>
<b>Invited talks industry/public sector</b>	<ul style="list-style-type: none"> <li>• United Nations (UNFCCC) 2021, MKAI the Inclusive AI Forum 2021, Reshape Work Conference Amsterdam 2019, UK Royal Military Academy Sandhurst 2019</li> </ul>
<b>Teaching</b>	
<b>Teaching Awards</b>	<ul style="list-style-type: none"> <li>• Award for Outstanding Contribution to Teaching 2018-2019 by Warwick Business School</li> </ul>
<b>Teaching Qualifications</b>	<ul style="list-style-type: none"> <li>• APTE Degree for Teaching Excellence in Higher Education 2017 (One-year Programme)</li> <li>• Executive Teaching Training Programme at WBS 2018/2019</li> </ul>

- Bentley University** • **IPM 652 Managing with Analytics** (MA level) (SpT 2021/Fall 2021)
  
- University of Warwick** • **Principal supervisor of 2 PHD students**
- 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** • Instructor: **New Media Marketing: Managing Online and Social Media** (SpT18, SpT19, SpT 20)
  
- University of Hamburg** • Instructor: **Service Learning – Development of Management Strategies for Practice Partners** (ST13, WT13/14, ST14, WT14/15)

### **Featured peer-reviewed publications**

---

Möhlmann, M., Zalmanson, L., Henfridsson, O., Gregory, R. W. (2021): Algorithmic Management of Work on Online Labor Platforms: When Matching Meets Control, *MIS Quarterly*.

Möhlmann, M. Unjustified trust beliefs (2021): Trust conflation on sharing economy platforms, *Research Policy*.

### **More peer-reviewed publications**

---

Möhlmann, M. and Henfridsson, O. (2021): What people hate about being managed by algorithms, *Harvard Business Review*, Special Issue Winter 2021, forthcoming.

Möhlmann, M (2021): Subtile Kontrolle - Subtle Control, *Harvard Business Manager* (extended German version of the Harvard Business Review), November Issue (print).

Möhlmann, M. (2021): Algorithmic nudges don't have to be unethical, *Harvard Business Review* (digital), 22 April 2021.

Möhlmann, M., Teubner, T., Navigating by the stars—Current challenges for ensuring trust in the sharing economy, *NIM Marketing Intelligence Review*, forthcoming.

Ozcan, Pinar, Gurses, Kerem, Möhlmann, Mareike (2020): Category kings and commoners: Within and cross-category spill-overs in the sharing economy, *Research in the Sociology of Organizations*.

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

Möhlmann, Mareike, Teuber, Timm, Graul, Antje (2019): Leveraging trust on sharing economy platforms: Reputation systems, blockchain technology, and cryptocurrencies, 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.

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, *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. [**In 2020 “the most cited article in JCJ in the last three years” – 1000 plus google scholar citations**].

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

### **Peer-reviewed Conference Paper Proceedings**

---

Stroppiana Tabankov, S., Möhlmann, M. (2021). "Artificial intelligence for in-flight services: How the Lufthansa Group managed explainability and accuracy concerns.", proceedings of the International Conference on Information Systems (ICIS 2021), December 12-15, Austin, Texas.

Stroppiana Tabankov, S., Möhlmann, M. (2021). "Tensions Interrelation Across the Implementation Stages of Business Analytics." Presented at the Academy of Management (AOM).

Jarvenpaa, Sirkka L., Möhlmann, M., and Blomqvist, K. (2021): Introduction to the Minitrack on Advances on Trust: Artificial Artificial Intelligence in Organization, Hawaii International Conference on Information System Sciences HICSS-53, Hawaii, US.

Jarvenpaa, Sirkka L., Möhlmann, M., and Blomqvist, K. (2020): Introduction to the Minitrack on Advances on Trust, Trusted Systems, and Digital Technologies, Hawaii International Conference on Information System Sciences HICSS-53, Hawaii, US.

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.

Hawlitshchek, 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.

### **Published Non-Peer-Refereed Working Papers**

---

Moeini, M., Möhlmann, M., Hummel, H. (2020). Understanding Knotted Tensions in Purveying Pandemic Public Monitoring Technologies (available at [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3671458](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3671458))

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

### **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.

## **Presentations at International Conferences / Workshops / Invited Presentations**

---

Möhlmann, M. (2021): Algorithmic nudging and ethics, IE University Initiative on Policy and Management in the Digital Economy, November 08, 2021.

Möhlmann, M. and Henfridsson, O. (2021): Algorithmic platform self-regulation, BUS Conference, University of Queensland, November 08, 2021.

Leicht-Deobald, U., Lutz, C., Meijerink, J., Cameron, L., Lamers, L., Newlands, G., Möhlmann, M., Donaldson, T. (2021). "Algorithmic Management: Toward a Cross-Disciplinary Research Agenda (PDW)." Presented at the Academy of Management (AOM).

Stroppiana Tabankov, S., Möhlmann, M. (2021). "Tensions Interrelation Across the Implementation Stages of Business Analytics." Presented at the Academy of Management (AOM).

Möhlmann, M. and Henfridsson, O. (2021): The invisible hand: Algorithmic control of YouTube producers and consumers, Boston University Platform Strategy Research Symposium, 16 July 2021.

Möhlmann, M. (2020): Algorithmic Management – A study of Uber drivers, Symposium on the Digital Economy in Berlin, 16 October 2020, Weizenbaum Internet Institute/TU Berlin (remotely).

Möhlmann, M. (2020): App-based surveillance – Lessons from the algorithmic management of Uber drivers, at: The Digital Infrastructure, Innovation and Economy Seminar Series London, 25 June, 2020, London School of Economics.

Möhlmann, M. (2020): Unjustified trust beliefs on sharing economy platforms, Digital Platform Business Models Seminar, 23 June, 2020, IUC Barcelona.

Möhlmann, M. (2020): Unjustified trust beliefs on multi-sided sharing economy platforms, TUM Workshop on Trust, Blockchain, and Smart Contracts, 19 June 2020, TU Munich.

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), 9-13 August, 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. 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.

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.

Hawlitschek, 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.

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.

### **Invited Presentations**

---

2020, September, University of Lucerne, Switzerland

2020, May: University of Oxford, UK

2020, April: UIC Barcelona, Spain

2019, November: Bentley University

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