

Mag. Susanne Roiser, M.A.

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Mag. Susanne Roiser, M.A. joined the Institute of Entrepreneurship and Innovation at the Vienna University of Economics and Business in 2008. She studied International Business Administration and majored in Entrepreneurship & Innovation and International Organizational Behaviour. In addition, Susanne studied Product and Innovation Management with focus on Renewable Energy and Raw Materials. In research, she mainly focuses on user innovation and open innovation. In particular, Susanne Roiser works on the development of methods and tools that help companies to benefit from the creative potential of external problemsolvers. Furthermore, she is interested in crowdsourcing, lead user research and design thinking. Susanne Roiser currently teaches the courses „E&I Sources of Innovation“, „E&I Innovation Lab“ and „Effective Presentation Skills“.

Before joining the E&I team, Susanne Roiser left university and worked as innovation management consultant. She also gained experience in corporate pension plans (marketing, sales, financial mathematics) for several years.

Curriculum Vitae

Professional Experience

- 2008-today Research and Teaching Assistant at the Institute for Entrepreneurship and Innovation, Vienna University of Economics and Business
Innovation Management Consultant
- 2006-2008 Organizing Member of the Platform for Innovation Management
- 2003-2006 Associate at ÖPAG Pensionskassen AG, now: Valida Vorsorge Management
- 2001-2003 Retail Industry Associate

University Education

- since 2008 Doctoral Candidate, Vienna University of Economics and Business, Institute for Entrepreneurship and Innovation, Dissertation topic: “What drives success in crowdsourcing competitions? An empirical study in the smartphone application market“.
- 2008-2010 Master of Arts in Business (M.A.), Master’s Program at the University of Applied Sciences majoring in Product and Innovation Management with focus on Renewable Energy and Raw Materials. Master Thesis: “Crowdsourcing the fuzzy front end: an explorative study investigating appropriate business models for varying problem types.”
- 2001-2005 Master of Business Administration (Mag.rer.soc.oec.), Vienna University of Economics and Business, Majors in Entrepreneurship and Innovation and International Organizational Management, with exchange stays in Thailand, USA, Taiwan and Romania. Diploma Thesis: “Kriteriengeleitete Expertenbewertung versus Zahlungsbereitschaftsmessung in der Evaluierung von Produktideen. Ein empirischer Methodenvergleich.”

Affiliations

- Platform for Innovation Management (www.pfi.or.at)
- User Innovation Research Initiative Vienna (www.userinnovation.at)
- Entrepreneurship Center Vienna (www.ecvienna.at)
- I2B Business Plan Competition (www.i2b.at)

Publications

FIDES

Teaching

Honors

- WU Teaching Award 2012 in the category „Excellent Teaching“ for the course “InnoLab”.