

UNIV.PROF. DR. BARBARA SPORN

Wirtschaftsuniversität Wien

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AUSBILDUNG

1984 - 1991

WU (Wirtschaftsuniversität Wien)

Doktoratsstudium der Sozial- und Wirtschaftswissenschaften
(Majors: general business administration, organizational behavior, marketing)

Dissertation:

University Culture and its Implications on Strategic Marketing Planning of Universities

Promotion: June 1991

Magisterstudium der Sozial- und Wirtschaftswissenschaften

(Majors: organizational behavior and theory, marketing, management information systems)

Sponson: Juni 1988

Positiver Abschluss des Habilitationsverfahrens

Habilitationschrift: *Adaptive University Structures: An Analysis of Adaptation to Socioeconomic Environments of US and European Universities* (publiziert 1999)

1982 - 1984

Universität Wien

Studienrichtung: Rechtswissenschaften

1981 - 1982

Pepperdine University, Malibu, California

Studienrichtung: Psychology, English and Computer Science

AKTUELLE POSITIONEN

Universitätsprofessorin und Institutsvorstand

Institut für Hochschulmanagement
Department of Strategy and Innovation
WU (Wirtschaftsuniversität Wien)

Director, EFMD Programme Accreditation

Quality Service
European Foundation of Management Development (EFMD)

Stellvertretende Programmdirektorin

Master of Science (MSc) Strategy, Innovation and Management Control (SIMC)
WU (Wirtschaftsuniversität Wien)

Koordinatorin

Cross Functional Management, Track: Strategic Management and Strategic Leadership (for Bachelor and Exchange Students)
WU (Wirtschaftsuniversität Wien)

Fellow

The Steinhardt Institute for Higher Education Policy
New York University

Gastprofessorin – Studienjahr 2018/2019

September 2018-Juni 2019

- ❖ New York University
*Steinhardt School of Culture, Education, and Human Development
The Steinhardt Institute for Higher Education Policy*
- ❖ Columbia University
Teachers College; Department of Organization & Leadership

Februar 2019-Juni 2019

- ❖ Stanford University
SCANCOR Scandinavian Consortium for Organizational Research, Stanford University

BERUFLICHE TÄTIGKEITEN

Vizerektorin für Forschung, Internationales und External Relations, 2002 - 2015
Wirtschaftsuniversität Wien

Universitätsassistentin (1991-1999) and a.o.Univ.Prof. (1999-2006)
Abteilung für Wirtschaftsinformatik
Wirtschaftsuniversität Wien

Gastprofessorin an der Universität Zürich, 2015 - 2016

- ❖ *Betriebswirtschaftliche Abteilung*
- ❖ *CHESS Center for Higher Education and Science Studies*

Acting Assistant Professor an der Stanford University (1996 - 1997)

- ❖ *School of Education*

Visiting Research Fellow an der Stanford University, 1997

- ❖ *Stanford Institute for Higher Education Research (SIHER)*
- ❖ *National Center for Postsecondary Improvement (NCPI)*

Visiting Research Scholar, 1992 - 1994

- ❖ *New York University – Stern School of Business, Department of Information Systems*
- ❖ *The University of Michigan - School of Education*
- ❖ *University of California at Berkeley - Center for the Studies in Higher Education*

Special Assistant to the Rector at WU (Vienna University of Economics and Business) 1988 - 1991
University planning and development; collecting key data for the university; publishing of university-wide newspaper; preparing materials for decision-making at top university level

AKTIVITÄTEN IM WISSENSCHAFTSBETRIEB

INTERNATIONALE BEIRÄTE

- ❖ *China Europe International Business School (CEIBS), Shanghai, China*
- ❖ *Université Paris-Dauphine Advisory Board, France*
- ❖ *International Professional and Academic Advisory Board (IPAAB), LUISS School of Business and Management, Rome, Italy*
- ❖ *Nova School of Business and Economics, Universidade Nova de Lisboa, Lisbon, Portugal*

NATIONALE UND INTERNATIONALE ORGANISATIONEN UND NETZWERKE

- ❖ *Mitglied des Aufsichtsrats, Fonds zur Förderung der Wissenschaftlichen Forschung (FWF)*
- ❖ *Board Member, Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH), 2010-2018*
- ❖ *Member, Austrian American Educational Commission (Fulbright Commission), Austria, 2008-2015*
- ❖ *Board Member, Vienna Science and Technology Fund, 2002-2015*
- ❖ *Member of the Executive Board and Globalization Committee, CEMS, The Global Alliance in Management Education, 2002-2015*
- ❖ *Chair, Partnership of International Management (PIM), 2003-2006*
- ❖ *Member, Board of Directors, UniManagement, Turin, 2007-2012*

JOURNALHERAUSGEBERSCHAFTEN

- ❖ *Member, Academic Journal Guide Committee (AJGC), Chartered Association of Business Schools, UK, 2017-ongoing*
- ❖ *Member of Editorial Board, Zeitschrift für Hochschulentwicklung, Austria, 2017-ongoing*
- ❖ *Editor "Tertiary Education and Management" - TEAM , Springer (2000-2010)*

SERVICE FÜR DIE SCIENTIFIC COMMUNITY

- ❖ *Associate Member, Center for Higher Education and Science Studies (CHESS)*
- ❖ *Panel Member, Finland Academy of Science, Excellence initiative, January 2016*
- ❖ *Committee Member, Search Committee for professorship in organization, Maastricht University, the Netherlands, 2016*

MITGLIEDSCHAFTEN

- ❖ *European Academy of Sciences and Arts*
- ❖ *German Academic Association for Business Research (VHB)*
- ❖ *Commission within the German Academic Association for Business Research (VHB) focused on University Management*
- ❖ *Academy of Management (AOM)*
- ❖ *Consortium of Higher Education Researchers (CHER)*
- ❖ *Association for the Study of Higher Education (ASHE)*

LEHRTÄTIGKEIT

BACHELOR KURSE

- ❖ *Strategy and Organization: Fundamentals and Application to Knowledge-Intensive Institutions*
- ❖ *Independent Study in Business Administration*

MASTER KURSE

- ❖ *Business Planning and Performance Management*
- ❖ *Professional Development Workshop*
- ❖ *Marketing Management*
- ❖ *Elective - Leading Complex Organizations*

DOKTORATSKURSE

- ❖ *Research in Higher Education Science and Management*

FORSCHUNGSSCHWERPUNKTE

- ❖ *Führung und Organisation von Hochschulen*
- ❖ *Changemanagement und Adaption an Hochschulen*
- ❖ *Internationale, vergleichende Hochschulforschung*
- ❖ *Globalisierung von Hochschulsystemen*
- ❖ *Wissensmanagement und IT in Nonprofit-Organisationen*

PREISE UND AUSZEICHNUNGEN

2015

- ❖ *Großes Ehrenzeichen für Verdienste um die Republik Österreich*

1999

- ❖ *Förderungspreis der Senator Wilhelm Wilfling Stiftung, WU (Wirtschaftsuniversität Wien)*
- ❖ *Best Paper Award, Verband der Hochschullehrer für Betriebswirtschaft (German Academic Association for Business Research)*

1993

- ❖ *Erwin-Schrödinger-Auslandsstipendium
Fonds zur Förderung der Wissenschaftlichen Forschung (FWF)*

1992

- ❖ *Fulbright Reisestipendium, Fulbright Commission*
- ❖ *Stipendium "Förderung junger Wissenschaftler", Exportakademie der Bundeskammer der gewerblichen Wirtschaft*
- ❖ *Auslandsstipendium der Jubiläumsstiftung der Österreichischen Nationalbank, WU (Wirtschaftsuniversität Wien)*

1991

- ❖ *Leistungsstipendium für den erfolgreichen Abschluss des dritten Studienabschnitts der Betriebswirtschaftslehre, WU (Wirtschaftsuniversität Wien)*

PUBLIKATIONEN

BÜCHER

1. Sporn, B., *Adaptive University Structures: An Analysis of Adaptation to Socioeconomic Environments of US and European Universities*. Jessica Kingsley, London 1999.
2. Dill, D.; Sporn, B. (Eds.), *Emerging Patterns of Social Demand and University Reform: Through a Glass Darkly*. Oxford: Pergamon, 1995.
3. Sporn, B., *University Culture and its Implications on Strategic Marketing Planning of Universities*. Heidelberg: Physica-Verlag, 1992.

BUCHKAPITEL

1. Sporn, B.; van der Wende, M., *The New Silk Road and the "Idea of the University"*. In van der Wende, M.; Kirby, W. C.; Liu, N. C.; Marginson, S. (Eds): *China and Europe on the New Silk Road. Connecting Universities Across Eurasia*. Oxford University Press, 2020
2. Meyer, M.; Sporn, B., *Leaving the Ivory Tower: Universities' Third Mission and the Search for Legitimacy*, in Ágnes Kövér-Van Til and Gaby Franger-Huhle (eds.): *University and Society: Interdependencies and Exchange*. Edward Elgar Publishing, Forthcoming. "This article has been originally published in *ZFHE (Journal for Higher Education Development)* Vol. 13 No. 2 in June 2018 - in a slightly modified and condensed version. The longer version of the paper was published as a chapter in this volume by courtesy and with permission of ZFHE."

3. Sporn, B., *Competition in Higher Education*. In Teixeira, P. N.; Shin, J. C. (Eds.): *Encyclopaedia of International Higher Education Systems and Institutions*. Springer, 2019.
https://doi.org/10.1007/978-94-017-9553-1_95-1.
4. Sporn, B., *Adaptive University Structures: From Theory to Practice and Back*. In João Rosa, M.; Magalhães, A.; Veiga, A.; Teixeira, P. N. (Eds.): *Under Pressure - HEIs Coping with Multiple Challenges*. Brill Sense Publishers, 2018.
5. Badelt, Ch.; Sporn, B., *Business School's Corporate Social Responsibility: Practice What You Preach*. In Morsing, M.; Sauquet Rovira, A. (Eds.): *Business Schools and their Contribution to Society*, (CEMS). London: Sage Publications, 2011.
6. Sporn, B., *Steuerung autonomer Universitäten: Erfahrungen mit der österreichischen Universitätsreform*. In Von Lüde, R. (Ed.): *Neue Wege der Hochschulgovernance (New Forms of University Governance)*. Hamburg: University Press, 2010.
7. Sporn, B., *Management of and in Higher Education Institutions*. In McGaw, B.; Peterson, P.; Baker, E. (Eds.): *The International Encyclopedia of Education*, 3rd Edition. London: Elsevier, 2010.
8. Sporn, B., *Informationstechnologie und NPOs*. In Badelt, Ch.; Meyer, M.; Simsa, R. (Eds.): *Handbuch der Nonprofit Organisation*, (4. Auflage), Stuttgart: Schäffer Poeschel, 2007.
9. Sporn, B., *University Adaptation and Gender Equality: A Case Study of the Vienna University of Economics and Business Administration*. In Danowitz Sagaria, M.A. (Ed.): *Women, Universities, and Change: Gender Equality in the European Union and the United States*. Oxford: Palgrave MacMillan, 2007.
10. Sporn, B., *Governance and Administration: Organizational and Structural Trends*. In Altbach, Ph.; Forrest, J. (Eds.): *International Handbook of Higher Education*. Dordrecht: Springer, 2006.
11. Sporn, B., *Trends relating to higher education reform in Europe: an overview*. In Eggins, H. (Ed.): *Globalization and Reform in Higher Education*. Berkshire: Open University Press, 2003.
12. Sporn, B., *Management in Higher Education: Current Trends and Future Perspectives in European Colleges and Universities*. In Begg, R. (Ed.): *The Dialogue between Higher Education Research and Practice: 25 Years of EAIR*. Dordrecht: Springer, 2003.
13. Sporn, B., *Universities and Science and Technology: Europe*. In Smelser, N. J.; Baltes, P. B. (Ed.): *International Encyclopedia of the Social & Behavioral Sciences*. Oxford: Pergamon 2001.
14. Sporn, B., *Informationstechnologie und NPOs*. In Badelt, Ch. (Ed.), *Handbuch der Nonprofit Organisation*. Stuttgart: Schäffer Poeschel, 2002.
15. Sporn, B., *NPOs im Bildungsbereich: Internationale Entwicklungen des Universitätssektors und Konsequenzen für das Universitätsmanagement*. (Nonprofit organizations and educational policies: International trends of the postsecondary industry and its implications for university management). In Simsa, R. (Ed.): *Management der Zivilgesellschaft: Spezifische Herausforderungen in Nonprofit Organisationen*. Stuttgart: Schäffer-Poeschel, 2001.
16. Gumport, P.; Sporn, B., *Institutional Adaptation: Demands for Management Reform and University Administration*. In Smart, J. (Ed.): *Higher Education: Handbook of Theory and Research*, Volume XIV. New York: Agathon, 1999.
17. Sporn, B., *Current Issues and Future Priorities for Higher Education Systems: Selected Perspectives from Continental Europe*. In Altbach, Ph. & McGill Peterson, P. (Eds.): *Higher Education in the 21st Century: Global Challenge and National Response*. New York: Institute of International Education and the Boston College Center for International Higher Education, 1999.
18. Sporn, B., *Adaptation Processes at Universities: Organizational Implications of a Complex Environment*. In Leitner, E. (Ed.): *Educational Research and Higher Education Reform in Eastern and Central Europe*. Beiträge zur Vergleichenden Bildungsforschung, Vol. 6. Frankfurt/Main: Peter Lang, 1998.
19. Maier, G; Sporn, B., *Universitäten zwischen Bürokratie und Markt. Bildungssysteme im Vergleich (Universities between Bureaucracy and Market: A Comparison of Higher Education Systems)*. In Mosser, A.; Palme, H.; Pfeiffle, R.; Pichler, J. H. (Eds.): *Bildung und Bildungsauftrag*. Band III, Teilband 1. Wien: Ueberreuter, 1998.
20. Sporn, B.; Miksch, G., *Developing an Information Strategy: Experiences from the Vienna University of Economics and Business Administration*. In OECD (Ed.): *Managing Information Strategies in Higher Education*. Paris: OECD Documents, 1996.
21. Dill, D.; Sporn, B., *The Implications of a Postindustrial Environment for the University: An Introduction*. In Dill, D.; Sporn, B. (Eds.): *Emerging Patterns of Social Demand and University Reform: Through a Glass Darkly*. Oxford: Pergamon, 1995.

22. Dill, D.; Sporn, B., *University 2001: What will the University of the 21st Century Look Like?* In Dill, D.; Sporn, B. (Eds.): *Emerging Patterns of Social Demand and University Reform: Through a Glass Darkly*. Oxford: Pergamon, 1995.
23. Sporn, B., *More than Student or Staff Mobility - Thoughts on a Comprehensive Research Agenda for International Education*. In Institute of International Education (Ed.): *Open Doors 1993-1994 - Report on International Educational Exchange*. New York: Institute of International Education, 1994.
24. Sporn, B., *Eine Analyse des Zusammenhangs von Informationskultur und der Absicherung von langfristigen Erfolgspotentialen in Organisationen (Analysis of the Relationship between Information Culture and Competitive Advantages in Organizations)*. In Eschenbach, R. (Ed.): *WU Jahrestagung 1993 - Forschung für die Wirtschaft, Im Mittelpunkt der Mensch*. Wien, Service Fachverlag, 1993.
25. Sporn, B.; Alkier, L., *Frauen und EDV? - Zur Situation der Frau in der EDV-Ausbildung (Women and Computing? - The Status of Women in Computing Science)*. In Buchmayr, R.; Ivancevic, B.; Wagner, I. (Eds.): *Vergleichsweise ungleich - Zur Situation der Frauen in Wirtschaft, Wissenschaft und Forschung*. Wien: Service-Fachverlag, 1992.
26. Sporn, B., *Dienststelle für Planung und Organisationsentwicklung - Wirtschaftsuniversität Wien (Description of the Office for Organizational Planning and Development at the Wirtschaftsuniversität Wien)*. In Bundesministerium für Wissenschaft und Forschung (Ed.), *Besondere Dienststellen für Planung und Organisationsentwicklung*. Wien: Bundesministerium für Wissenschaft und Forschung, 1991.

ARTIKEL IN WISSENSCHAFTLICHEN ZEITSCHRIFTEN

1. Euler, D.; Sporn, B. (issue editors) *Institutionelle Differenzierung und Profilbildung im Hochschulbereich*, Zeitschrift für Hochschulentwicklung, 2018, 13(3): 9-15.
2. Meyer, M.; Sporn, B., *Leaving the Ivory Tower: Universities' Third Mission and the Search for Legitimacy*, Zeitschrift für Hochschulentwicklung, 2018, 13(2): 41-60.
3. Rhoades, G.; Sporn, B., *Quality Assurance in Europe and the U.S.: Professional and Political Economic Framing of Higher Education Policy*, Higher Education, 2002, 43(3): 355-390.
4. Rhoades, G.; Sporn, B., *New models of management and shifting modes and costs of production: Europe and the United States*, Tertiary Education and Management, 8/1, 2002: 3-28.
5. Sporn, B., *Building Adaptive Universities: Emerging Organizational Forms Based on Experiences of European and US Universities*. Tertiary Education and Management, 7/2, 2001: 121-134.
6. Sporn, B., *Towards more adaptive universities: Trends of institutional reform in Europe*, Higher Education in Europe, 24/1, 1999: 23-33.
7. Sporn, B.; Schuster, A., *Potential for Online Grocery Shopping in the Urban Area of Vienna*. Electronic Markets, Special Issue: Electronic Commerce in Europe, 98/2: 13-16.
8. Sporn, B., *Reforming Higher Education in Austria: Challenges and Problems*, in: International Higher Education, Number 11, Spring 1998: 2-4.
9. Sporn, B., *Managing University Culture: An Analysis of the Relationship Between Institutional Culture And Management Approaches*. Higher Education, 32/1, 1996: 41-61.
10. Sporn, B., *Adaptation Processes at Universities: Organizational Implications of a Complex Environment*. Tertiary Education and Management, 1/1, 1995: 72-75.
11. Sporn, B., *Universities Facing Crises: Management of Adaptation Processes in the United States*. EDUCATIO, 1994/2: 212-220.

SONSTIGE ARTIKEL

1. Sporn, B., *Machen es die anderen besser? Das Schweizer Hochschulsystem im internationalen Vergleich*, Schweizer Monatshefte, Nr. 5/6, 28-30, 2004.
2. Sporn, B., *Convergence or difference in international higher education policy: Lessons from Europe*, Ford Policy Forum, 2003: 31-44.
3. Sporn, B., *Strategische Marketing-Planung an Universitäten - kulturelle und organisatorische Aspekte eines umfassenden Prozesses (Cultural and Organizational Aspects of Strategic Marketing Planning at Universities)*. der markt, Zeitschrift für Absatzwirtschaft und Marketing, 121/31, 1992/2: 94-101.
4. Sporn, B., *The Effects of Organizational Culture on Strategic Marketing Planning at Universities*. Carolina Planning: University and Planning, 19/1, 1993: 53-55.

FORSCHUNGSBERICHTE

1. Sporn, B.; Aeberli, Ch., *Hochschule Schweiz. Ein Vorschlag zur Profilierung im internationalen Umfeld (Higher Education in Switzerland: Suggestion for International Profile Development)*. Research Report, Avenir Suisse, Zürich 2004.
2. Sporn, B.; Schuster, A., *Das Marktpotential für den elektronischen Lebensmitteleinzelhandel in Österreich (Market Potential for Electronic Shopping in Austria)*. Research Report, Department of Information Systems, Wirtschaftsuniversität Wien, Wien 1998.
3. Kiessling, U.; Schweeger, T.; Sporn, B., *Nutzen des Internet für österreichische Unternehmen (Uses of the Internet at Austrian Companies)*. Research Report, Department of Information Systems, Wirtschaftsuniversität Wien, Wien 1996.

KONFERENZBEITRÄGE

- ❖ GfHF Gesellschaft für Hochschulforschung, Jahrestagung, 7. April 2016
External Drivers for University Reform: The Case of Business Schools' Governance Relating to Performance
- ❖ CHER Consortium of Higher Education Researchers,
Annual Conference, University of Cambridge, UK, 5.-7. September 2016
Governance and Performance? New business models for business schools in Europe
- ❖ ASHE Association for the Study of Higher Education
Annual Meeting, Columbus, Ohio, US, 9.-12. November 2016
Global positioning strategy in marketing to international students, Anglo-American and Central European style,
Gemeinsam mit Prof. Gary Rhoades, University of Arizona, School of Education
- ❖ Annual EAIR Forum, Porto, 3.-6. September 2017 – Keynote Speaker
The Adaptive University Revisited: From Theory to Practice and back.

VORTRÄGE

- ❖ CHES - Center for Higher Education and Science Studies
Netzwerktreffen 2. Februar 2016
Chancengleichheit und Hochschulmanagement
- ❖ Institut für Betriebswirtschaftslehre, Universität Zürich
Business Economics Research Seminar FS16, 17. Mai 2016
Governance and Performance: New Business Models for Business Schools in Europe
- ❖ CHES Center for Higher Education and Science Studies
CHES Lecture, 26. Mai 2016, Universität Zürich
Die Universität zwischen Wirtschaftsrelevanz und Gesellschaftskritik
Gemeinsam mit Prof. Antonio Loprieno, Universität Basel
- ❖ Netzwerk Hochschulforschung Österreich
Quo Vadis Hochschule? Konferenz 4.-5. Dezember 2017 – Podiumsdiskussion
„Forschungsgeleitet als Maxime an Österreichs Hochschulen – gilt das auch für das Hochschulmanagement?“
- ❖ Steinhardt Institute for Higher Education Policy
Invited Talk, November 28, 2018, NYU
University Leadership in Times of Change: Examples from Europe

JULI / AUGUST 2020
