Robin Nowak

University of Passau | DFG Research Training Group “Digital Platform Ecosystems”

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RESEARCH INTERESTS

Platform Design & Governance; Economics of Innovation, Privacy & AI; GenAI as a Research Tool

ACADEMIC POSITIONS

Since 09/2026	**University of Southern California, USC Marshall School of Business (DSO),** Los Angeles, USA Visiting Researcher
Since 07/2026	**University of Passau, DFG Research Training Group “Digital Platform Ecosystems”,** Passau, Germany Postdoctoral Researcher, Collegiate Spokesperson
03/2022 – 04/2026	**Commission of Experts for Research and Innovation (EFI)**, Berlin, Germany Research Fellow
09/2021 – 06/2026	**University of Passau, Chair of Organisation, Technology Management and Entrepreneurship & DFG Research Training Group “Digital Platform Ecosystems”,** Passau, Germany Doctoral Researcher, Research & Teaching Assistant

EDUCATION

01/2022 – 06/2026	**University of Passau, School of Business, Economics and Information Systems,** Passau, Germany Doctoral studies (dr. rer. pol.) in Economics and Business Information Systems (Grade: summa cum laude) | Committee: Carolin Häussler, Andreas König, Jan Krämer
10/2019 – 12/2021	**University of Passau, School of Business, Economics and Information Systems,** Passau, Germany Master of Science (M.Sc.) in Business Administration with a focus on International Management and Marketing (Grade (*1.0 = best*): 1.3 | Top 10%)
10/2016 – 09/2019	**Corporate State University Baden-Württemberg (DHBW), School of Engineering,** Friedrichshafen, Germany Bachelor of Engineering (B.Eng.) in Industrial Engineering with a focus on Electrical Engineering and Information Technology (Grade (*1.0 = best*): 1.3 | Top 5%)
08/2019	**Chitkara University,** Chandigarh, India Short-term study program
09/2018 – 12/2018	**Shanghai Polytechnic University,** Shanghai, China Semester abroad

WORKING PAPERS

(1)	**Opt-in to Innovation? The Effects of Apple’s App Tracking Transparency Policy on Complementor Innovation** (with P. Figge/ R. Janßen) Status: Under Review
(2)	**Consumer Attention to Data Disclosure: Evidence from Mobile Apps** (with J. Zimmermann/ K.D. Martin/ L. Steinhoff) Status: In Preparation for Submission
(3)	**AI-Based Measurement of Innovation: Mapping Expert Insight Into Large Language Model Applications** (with P. Figge/ C. Haeussler) Status: Revise & Resubmit

WORK IN PROGRESS

(4) **How Generative AI Reshapes (Collective) Problem Solving** (with J. Just)
Status: Manuscript Writing

(5) **Ownership and Governance in Data Spaces** (with C. Haeussler)
Status: Data Collection

CONFERENCES & INVITED PRESENTATIONS

2026 *Open User Innovation Conference* (Harvard Business School), *AOM Conference* (Philadelphia), *DPE Forum* (University of Passau), *Management & Innovation Research Seminar* (WU Vienna)

2025 *Marketing Research Seminar* (Colorado State University*), AI in Research Event* (Colorado State University), *Platform Strategy Research Symposium* (Boston University), *AOM Conference* (Copenhagen), *Marketing Research Seminar* (University of Cologne), *NBER i3 Technical Working Group Meeting* (Boston)

2024 *Open User Innovation Conference* (Harvard Business School), *AOM Conference* (Chicago), *InnoPat Conference* (ZEW Mannheim), *RISE7* (Max-Planck-Institute for Innovation & Competition)

2023 *EU-DPRN Summit* (Bocconi University), *AOM Conference* (Boston)

REVIEW ACTVITY

Journals Electronic Markets

Conferences Academy of Management Annual Meeting (2023; 2024; 2026); Platform Strategy Research Symposium (2025)

TEACHING

Courses	Course Type	Term	Target Audience
Research Seminar in Organization, Technology Management, and Entrepreneurship (MA)	Research Seminar	Summer 2026, 2024 2022	M.Sc. in Business Administration, M.Sc. in Information Systems, M.Sc. in Computer Science
Research Seminar in Organization, Technology Management, and Entrepreneurship (BA)	Research Seminar	Fall 2024, 2023, 2021	B.Sc. in Business Administration and Economics
Innovation and Public Policy Workshop	Lecture	Fall 2022	M.Sc. in Business Administration & M.Sc. in Economics
Strategy for Hightech Startups	Exercise Class	Summer 2022	M.Sc. in Business Administration
Organizational and Competitive Strategy	Exercise Class	Fall 2021	M.Sc. in Business Administration
Bachelor and Master Theses	Supervision	Since 2022	B.Sc. in Business Administration and Economics, M.Sc. in Business Administration & M.Sc. in Information Systems

AWARDS AND SCHOLARSHIPS

06/2026 **Outstanding Reviewer Award (AOM TIM Division)**

05/2026 – 03/2027 **Seed Funding for Exceptional Early Career Researchers**
Awarded by the Digital Platform Ecosystem Research Training Group for a postdoctoral research project (100,000€)

10/2020 – 09/2021	**National Scholarship ("Deutschlandstipendium")** Awarded by the federal government of Germany and the 4Process AG for outstanding academic and professional achievements (3,400€)
08/2019	**University-Abroad Scholarship** Awarded by the DHBW-Foundation for the stay at Chitkara University (2,000€)
09/2018	**Bosch Study-Abroad Scholarship** Awarded by Bosch Building Technologies for the stay at Shanghai Polytechnic University (6,000€)

RESEARCH VISITS

09/2026 – 12/2026	**University of Southern California**, Los Angeles, USA (Host: Milan Miric)
02/2026 – 03/2026	**University of Innsbruck**, Innsbruck, Austria (Host: Julian Just)
03/2025	**Colorado State University**, Fort Collins, USA (Host: Kelly D. Martin)

PROFESSIONAL EXPERIENCE

10/2016 – 08/2021	**Bosch Building Technologies,** Munich & Regensburg, Germany *Associate* | Strategic projects and processes in the business unit Integrator Business Europe-Customer Target Accounts (**10/2019 – 08/2021**) *Corporate Student* | Several positions in the areas of Sales, Strategic Marketing, Controlling, and Business Development (**10/2016 – 09/2019**)

COMMUNITY SERVICE

01/2021 – 10/2023	**Youth Migration Service Diakonie Passau,** Passau, Germany Voluntary private tutoring with immigrant children

SKILLS

Software	Python, R, Stata, Visual Basic, LLM prompting and API, MAXQDA
Languages	German (native), English (fluent), French (intermediate), Mandarin (basic)