

## CURRICULUM VITAE

### Personal Data

Name: GIBBERT  
First Name: Michael  
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### Employment

Since 2010 *Università' della Svizzera Italiana*, Lugano: Professor (tenured), Director of Ph.D. Program in Communication Studies (ca. 80 Ph.D. students enrolled)  
2007 – 2010 *Bocconi University*, Milan, Italy: Associate Professor (tenured)  
2003 – 2007 *Bocconi University*, Milan, Italy: Assistant Professor (tenure track)

### International Collaboration

2007- ongoing Warwick University, & City University, London; Psychology Departments: Research project on cognitive science and marketing (collaborators: Zachary Estes, James Hampton, both co-authors, see publication list)  
2004- ongoing Hebrew University, Jerusalem, Marketing Department: Research project on hybrid products (collaborator: David Mazursky, co-author of several articles, see publication list).  
2002 – 2003 Yale School of Management New Haven, USA: Post-Doctoral Fellow at Strategy Department (host: Barry Nalebuff)  
2001 – 2002 INSEAD, Fontainebleau, France: Research Assistant (later Associate) at entrepreneurship department.

### Education

2000 – 2003 University of St. Gallen: Ph.D. (with distinction). Dissertation topic: Crafting strategy imaginatively.  
1998 – 1999 Stellenbosch University, South Africa: Master's Degree in Commerce: (with distinction). Major: Strategic Management. Graduated first in class of 1998.  
1995 – 1997 Hof University of Applied Science, Germany: Bachelor of Science ("Vordiplom"). Major: International Business.  
1992 – 1994 Hotel Schwarzer Bock, Wiesbaden, Germany: Cooking Apprenticeship ("Gesellenbrief") under Alois Köpf (2 Stars, Guide Michelin).

### Visiting Positions

2009 Hebrew University Jerusalem, Visiting Professor at Marketing Department (host: David Mazursky, taught module in consumer behavior Ph.D. course)  
2008 Said Business School, Oxford University: Visiting Professor at Marketing Department (host: Doug Holt), taught module in product management course (MBA).  
2007 Hebrew University, Jerusalem: Visiting Professor at Marketing Department (host: David Mazursky), taught module in marketing course (Ph.D.).  
2003 Bocconi University, Milan, Italy: Visiting Professor Business Management Department (host: Francesca Golfetto), taught course in general business administration (undergraduate).

### Prizes and Awards

- 2010 Strascheg Institute for Innovation and Entrepreneurship: 2<sup>nd</sup> place for JPIM article “Making virtue of necessity, the role of team climate for resource-constrained innovation projects” (Weiss, Hoegl, Gibbert, 2011), value €1.500,00
- 2007 – 2010 Bocconi University, Milan: Winner of Bocconi-wide research fellowship, awarded on a competitive basis to 15 faculty members (out of 1.300), value €2.000 (research funds) & 50 hrs teaching reduction for two years.
- 2007 Bocconi University, Milan: Winner of Bocconi-wide research prize, value €3.300 (variable salary)
- 2007 Bocconi University, Milan: Winner of Bocconi-wide research prize, value €15.000 (variable salary)
- 2006 – 2007 Bocconi University, Milan: Principal investigator research grant “Combination Products: Patterns, Creativity, and Performance”, value €9.000 (research funds)
- 2000 – 2002 Siemens AG: Research Scholarship for Doctoral research, value \$ 45.000,00.

### Keynotes, Conference Organization & Chairing

- 2006 Symposium chair (Research Methods Division) “Knowledge, Action, and the Public Concern: The Role of Case Studies”, AoM Annual Meeting, Atlanta, USA, August 11-16, with Max Boisot
- 2006 Industrial Manufacturing and Purchasing Group: Chair of Ph.D. preconference, 22nd IMP Conference Milan, Italy, Sept. 4-6, with Stefania Borghini.
- 2005 Symposium chair. “Competence based marketing.” EMAC Annual Conference, Milan, May 27., with Francesca Golfetto.
- 2004 All-Academy Symposium chair & keynote. “Boundaries and innovation: Rethinking the nature of actionable knowledge.” Panelists: Max Boisot, Deborah Dougherty, Ian MacMillan, Johan Roos, Will Mitchell. AoM Annual Meeting New Orleans, August 9-11., with Liisa Valikangas

### Reviewing & Editorial Activities

Ad-hoc reviewer: Industrial Marketing Management, Information Systems Research, Journal of Management Inquiry, Long Range Planning, Organization Science, European Management Journal, Journal of Consumer Psychology.

Editorial activities: Guest editor for Journal of Product Innovation Management, Long Range Planning, Industrial Marketing Management.

### Funding ID

- July 2013 Swiss National Science Foundation: Decision Span. International short visit program, (visitor: Thomas Hills from Warwick University), value €3000,00
- 2012 – 2015 Swiss National Science Foundation: (When) do different category formats influence mass customization decisions? (principle investigator), value €164.800,00
- 2012 – 2015 Swiss National Science Foundation: Does it pay to be rigorous? The link between validity, reliability, and impact in management case-study research (principle investigator), value €126.796,00
- 2004 Principal investigator research grants “Learning Networks” and “Validity and reliability of qualitative research”, value €22.100,00 (research funds)
- 2002 – 2003 Swiss National Science Foundation: Research Scholarship for independent study, value € 27.200,00

## PUBLICATION LIST

(last five years, full list here: <http://www.com.usi.ch/personal-info?en=1880>)

### 1. Peer-Reviewed Articles (published or forthcoming)<sup>1</sup>

**Hills, T., Noguchi, T., & Gibbert, M. (forthcoming). Information overload or search-amplified risk? Set size and order effects on decisions from experience. *Psychonomic Bulletin & Review*.**

Weiss, M., Hoegl, M., & Gibbert M. (forthcoming) The influence of material resources in innovation projects: the role of resource elasticity. *R&D Management*.

Gibbert, M., Hoegl, M., & Valikangas, L. (forthcoming). Introduction to the special issue: Financial resource constraints and innovation. *Journal of Product Innovation Management*.

Weiss, M., Hoegl, M., & Gibbert M. (forthcoming). Perception of material resources in innovation projects: What shapes them and how do they matter? *Journal of Product Innovation Management*.

**Gibbert, M., Hampton, J., Estes, Z., & Mazursky, D. (2012). The curious case of the Fridge-TV: Dissimilarity and Hybridization. *Cognitive Science* 36(6), 992-1018.**

Schiele, H., Calvi, R., & Gibbert, M. (2012). Customer attractiveness, supplier satisfaction, and preferred customer status. *Industrial Marketing Management* 41(8), 1178-1185.

**Estes, Z., Guest, D., Gibbert, M., & Mazursky, D. (2012). A dual-process model of brand extension: Taxonomic, feature-based and thematic, relation-based similarity independently drive brand extension evaluation. *Journal of Consumer Psychology*, 22 (1), 86-101.**

Weiss, M., Hoegl, M., & Gibbert M. (2011). Making virtue of necessity: The role of team climate for innovation in resource-constrained innovation projects. *Journal of Product Innovation Management*, 28(1): 196-207.

**Gibbert, M. & Hoegl, M. (2011). In praise of dissimilarity. *MIT Sloan Management Review* 52(4), 20-22. (14, 0)**

Gibbert, M. & Ruigrok, W. (2010). The What and How of case study rigor: Three strategies based on published work. *Organizational Research Methods* 13(4), 710-737. (3, 2)

Gibbert, M., & Dubois, A. (2010). The case study in industrial marketing management (Guest editors' introduction to the special issue). *Industrial Marketing Management* 39(1), 129-136. (0, 3)

Valikangas, L., Hoegl, M., & Gibbert, M. (2009). Why learning from failure isn't easy (and what to do about it): Innovation trauma at Sun Microsystems. *European Management Journal*, 27(4): 225-233.

**Gibbert, M. & Mazursky, D. (2009). How successful would a phone-pillow be? Using dual process theory to predict the success of hybrids involving two dissimilar products. *Journal of Consumer Psychology* 19(4), 652-660. (4, 4)**

Hoegl, M., Gibbert, M., & Mazursky, D. (2008). Financial constraints in innovation projects: When is less more? *Research Policy* 37(8), 1382-1391. (12, 3)

Gibbert, M., Wicki, B., & Ruigrok, W. (2008). What passes as a rigorous case study? *Strategic Management Journal*, 29, 1465-1474. (119, 32)

### 2. Books

Gibbert, M. (2010). *Strategy-Making in a Crisis*. Cheltenham Glos: Edward Elgar.

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<sup>1</sup> Publications that are particularly relevant to research proposed here are **bold**, citation counts minus self-citations in brackets (Harzing, Web of Science, March 2012), none of the journal publications is published with supervisor of thesis.

Woodside, A., Golfetto, F., & Gibbert, M. (2008). Delivering superior value for the business customer. *Advances in Business Marketing and Purchasing* (vol. 14). Bingley: Emerald.