

MADELEINE MEURER

ASSISTANT PROFESSOR Rotterdam School of Management, Erasmus University

Date of Birth: 7th July 1996

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Profile

I aim to generate state-of-theart knowledge at the intersection of information systems, entrepreneurship, and social sustainability research. To reach this goal, I study digital trace data and employ new research methods such as computer-aided text analysis (CATA) or qualitative comparative analysis (QCA).

Date: 2025-09-27

Education

Dr. rer. pol., Business Administration

EBS University, Wiesbaden, Germany / September 2020 – December 2022 Summa cum laude (0.0, best possible grade)

Mag. rer. soc. oec., International Management and Economics

University of Innsbruck, Innsbruck, Austria / October 2016 – April 2020 average: 1.3; Focus areas: Entrepreneurship & Innovation Management Regular study time: 8 semesters, finished after 7 semesters

BSc., Management and Economics

University of Innsbruck, Innsbruck, Austria / October 2017 – December 2019 average: 1.4; Focus area: Marketing Regular study time: 6 semesters, finished after 5 semesters

Semester abroad, Programme Grandes Écoles

Neoma Business School, Rouen, France / August 2019 – December 2019 average: 1.2

Semester abroad, International Management

Tulane University, New Orleans, United States / August 2018 – December 2018

average: 1.0

Work Experience

Assistant Professor Digital Entrepreneurship and Societal Change

Rotterdam School of Management, Rotterdam, Netherlands / since September 2024

Visiting Researcher

Glasgow University, Glasgow, Scotland / November 2025 (co-funded by ERIM and the SSH Breed sector plan)

Visiting Researcher / Teacher

BI Norwegian Business School, Oslo, Norway / August 2022 – December 2022 (funded by the DAAD scholarship for PhD students), October – November 2023 (funded by ERASMUS+), February 2024, October – November 2024

Postdoctoral Researcher

Jönköping International Business School, Jönköping, Sweden / January 2023 – August 2024

Visiting Researcher

Jönköping International Business School, Jönköping, Sweden / April 2022 – June 2022

Scientific Assistant

EBS University, Wiesbaden, Germany / May 2020 - December 2022

Social Entrepreneur

Raumkultur e. V., Austria / September 2016 – September 2021

Authors and Marketing Manager

Startalps.co, Austria / March 2017 – August 2018

Awards and honors

- 2023 **Grigor McClelland Award 2023** runner-up for the best dissertation in Management Studies issued by the Society for the Advancements of Management Studies (United Kingdom)
- Nomination for the **William Newman Award** by the Academy of Management Research Methods Division for the best dissertation paper of the 83rd meeting of the Academy of Management (United States)
 - Nomination / further consideration for the **NFIB Award 2023** for the best dissertation in Entrepreneurship of the Academy of Management (United States)
- 2022 **Best Reviewer Award** 2022 for outstanding reviews for the Academy of Management Entrepreneurship Division (United States)
- 2021 **Best paper (runner-up) award** for outstanding methodological advancements, International QCA Paper Development Workshop (Switzerland)
 - **Nomination for the EBS Excellence Award in Teaching,** only Ph.D. student that has been nominated during the last years, EBS Student Body (Germany) / 2021
- 2019 **Recognition Award (Student of the year)** for outstanding academic and social achievements, University of Innsbruck (Austria)

Conference Organizer/Host

- 2026 PDW Journal of Management Studies Special Issue: The Dark Side of Digital Communication, Rotterdam School of Management, Rotterdam, The Netherlands
- 2025 Online idea workshop Journal of Management Studies Special Issue: The Dark Side of Digital Communication
- 2025 SSH Breed workshop on Digital Research Methods at Erasmus University, Rotterdam, The Netherlands
- 2025 AOM PDW: Digital Footprints of Entrepreneurs
- 2025 AOM PDW: Deceptive Entrepreneurship
- 2024 AOM PDW: Digital Technologies as Catalysts for Entrepreneurial Activities
- 2023 2nd JIBS Workshop on External Enablement of Entrepreneurship, Jönköping, Sweden
- 2023 1st JIBS Workshop on External Enablement of Entrepreneurship, Jönköping, Sweden
- 2023 Small Business Economics Special Issue Paper Development Workshop on "Values and Entrepreneurship in the sustainable society", Berlin, Germany
- 2022 1st Workshop on Novelty in Entrepreneurship Research, Oestrich-Winkel, Germany

Invited Guest speaker

- 2025 'I Got 'Em All Buzzin': How Entrepreneurial Antenarrative Configurations Foster Digital Buzz on Social Media, University of Glasgow, Glasgow, United Kingdom
- 2025 Combining computational text analysis and qualitative approaches, University of Glasgow, Glasgow, United Kingdom
- 2025 'I Got 'Em All Buzzin': How Entrepreneurial Antenarrative Configurations Foster Digital Buzz on Social Media, University of Edinburgh, Edinburgh, United Kingdom
- 2025 How to make social media work for you as an academic?, University of Edinburgh, Edinburgh, United Kingdom
- 2023 External Drivers for Entrepreneurship: Harnessing Environmental Changes (Panel related to the Global Award for Entrepreneurship Research), Jönköping, Sweden

- 2023 EGADE Research Seminars Final (Invited Talk by Tech de Monterrey), online / Monterrey, Mexico
- 2023 5th Creative Spark (Invited Talk by Small Business Economics), Berlin, Germany
- 2022 International QCA Expert Workshop (Invited Talk by QCA expert group), online / Zurich, Switzerland

Academic community services

Editorial roles

- Guest Editor, Special Issue "Values and Entrepreneurship in the Sustainable Society," Small Business Economics (Apr 2023–Apr 2025)
- Guest Editor, Special Issue "The Dark Sides of Digital Communication," Journal of Management Studies (since May 2025)

Reviewer roles

- Editorial Review Board, Journal of Business Research (May 2023–May 2025)
- Ad-hoc reviewer: Entrepreneurship Theory & Practice; Small Business Economics; Entrepreneurship & Regional Development; Journal of Business Venturing Insights; Academy of Management Annual Meeting; Babson College Entrepreneurship Research Conference; ACERE; IFERA

Community building

External Enablement of Entrepreneurship (website, social media, newsletter, workshops)
 — see externalenablement.org (September 2022–September 2024)

Research affiliations

- Affiliated Member, Media Management and Transformation Center (MMTC) (since 2023)
- Affiliated Member, Center for Family Entrepreneurship and Ownership (CeFEO) (2023– 2024)
- Affiliated Researcher, Nordic Center for Internet and Society (NCIS) (since 2022)

Supervision & mentoring

• External PhD Supervisor, Entrepreneurship & Family Firm Institute (EFFI), EBS University, Wiesbaden (Sep 2023–Sep 2025)

Seminar & series organization

- Organizer, ERIM PhD Pathway Sessions (since September 2024)
- Co-organizer, Business & Society Department Research Lunches (since September 2025)

Teaching experience

- Course Developer and Examiner "Qualitative Comparative Analysis" (Ph.D.), Rotterdam School of Management, Erasmus University (Netherlands) / starting in 2026
- Course Developer and Examiner "Implementing sustainability strategies" (Online MSc.), Rotterdam School of Management, Erasmus University (Netherlands) / since 2024
- Course Developer and Examiner "Social Entrepreneurship" (MSc.), Rotterdam School of Management, Erasmus University (Netherlands) / since 2024
- Lecturer Course "Social Innovation" (BSc.), Rotterdam School of Management, Erasmus University / 2025
- Lecturer Course "Entrepreneurship" (BSc.), Jönköping International Business School / 2023

- Lecturer Course "Advanced Research Methods" (MSc.), Jönköping International Business School / 2023
- Course Developer and Examiner "Internships in Business Administration", Jönköping International Business School (Sweden) / 2023
- Bachelor, Master, and MBA Theses Supervision, EBS University for Business and Law (Germany), Jönköping International Business School (Sweden), Rotterdam School of Management, Erasmus University (Netherlands) / since 2020
- Guest Lecturer "Digital Research Methods", BI Norwegian Business School (Norway) / 2022-2024 (program pauses in 2025)
- Head of Staff Affairs (Onboarding Project 2021), EBS University for Business and Law (Germany) / 2021

Acquired funding

2025 Research Stay Grant - University of Glasgow

Source of funding: ERIM

Status: Funding granted (1.500 Euro)

2025 Seminar Grant for the Ph.D. pathway sessions - Fall 2025

Source of funding: ERIM

Status: Funding granted for Fall 2025/26 (1.850 Euro)

2024 SSH Breed Sector plan (granted to Erasmus University)

Source of funding: Ministry of Science and Education in the Netherlands

Status: Funding granted to the school until 2028 (for me personally: 8.000 Euro annually – 32.000 Euro total)

2024 Social Entrepreneurship Doctoral Seminar Scholarship

Source of funding: IMD Business School (Switzerland)

Status: Funding granted (~1.200 Euro)

2024 Conference Bursary – Journal of Management Studies Conference & PDW

Source of funding: Society for the Advancement of Management Studies (United Kingdom) Status: Funding granted (~800 Euro)

2023 Conference Bursary – EGOS 2023

Source of funding: Society for the Advancement of Management Studies (United Kingdom) Status: Funding granted (~2.500 Euro)

2023 Project funding

Source of funding: Hamrin foundation

Status: Funding granted (Project ~350.000 Euro, Individual 100.000+ Euro)

2023 Conference Bursary - Swedish Gathering for Entrepreneurship Scholars

Status: Funding granted (1.000 Euro)

2023 Conference Bursary - Academy of Management Journal Paper Development Workshop

Source of funding: Oscarsson Foundation (Sweden)

Status: Funding granted (700 Euro)

2022 Research Scholarship for Ph.D. students

Source of funding: DAAD (Germany)

Role: Visiting researcher at Jönköping International Business School (Sweden) and BI

Norwegian Business School (Norway)

Status: Funding granted (15.000 Euro)

2022 Conference Bursary - Journal of Management Studies Conference & PDW

Source of funding: Society for the Advancement of Management Studies (United Kingdom) Status: Funding granted (~1.000 Euro)

2022 Conference Bursary – Babson College Entrepreneurship Research Conference 2022

Source of funding: Kauffmann Foundation (United States)

Status: Funding granted (1.500 Euro)

2022 Conference Bursary - Babson College Entrepreneurship Research Conference 2021 (online)

Source of Funding: DAAD (Germany)

Status: Funding granted (300 Euro)

Refereed journal articles

- (1) Meurer, M. M., Bucher, E., & van Gils, S. (2025). Defending Your Own or Trolling the Haters: A Configurational Approach to Incivility in Online Communities. *MIS Quarterly*, 49(2), 581-610. https://doi.org/10.25300/MISQ/2024/18788 (ABS4*, FT50, ERIM P-Star, Impact Factor 8.553)
- (2) Ots, M., Cestino, J., Meurer, M. (2025) The entrepreneurship industry: 30 years of evolution. Small Business Economics (ABS3, ERIM P, Impact Factor 8.164)
- (3) Meurer, M. M., Belitski, M., Fisch, C., Thurik, R. (2024). What gets published and what doesn't? Exploring the Interplay of Diverse Expectations and Optimal Distinctiveness. *Small Business Economics*. https://doi.org/10.1007/s11187-023-00865-0 (ABS3, ERIM P, Impact Factor 8.164)
- (4) Meurer, M. M., Waldkirch, M., Schou, P. K., Bucher, E. L., & Burmeister-Lamp, K. (2022). Digital affordances: How entrepreneurs access support in online communities during the COVID-19 pandemic. *Small Business Economics*, 58(2), 637-663. https://doi.org/10.1007/s11187-021-00540-2 (ABS3, ERIM P, Impact Factor 8.164)

Editorials

- (5) Meurer, M. M., Honecker, F., Chalmers, D., Cornelissen, J., Snihur, Y., Vaast, E., Waldkirch, M. (2027 or 2028) The Dark Side of Digital Communication, Journal of Management Studies (ABS4, ERIM P Star, FT50, Impact Factor 6.4)
- (6) Audretsch, D. B., Belitski, M., Fiedler, A., & Meurer, M. M. (2025). Values and entrepreneurship in the sustainable society: toward a multilevel understanding of entrepreneurial value practices. Small Business Economics, 1-25. https://doi.org/10.1007/s11187-025-01069-4 (ABS3, ERIM P, Impact Factor 8.164)

Call for Papers

- (7) Meurer, M. M., Honecker, F., Chalmers, D., Cornelissen, J., Snihur, Y., Vaast, E., Waldkirch, M. (2025) The Dark Side of Digital Communication, Journal of Management Studies. https://onlinelibrary.wiley.com/page/journal/14676486/homepage/call-for-papers (ABS4, ERIM P Star, FT50, Impact Factor 6.4)
- (8) Audretsch, D. B., Belitski, M., Fiedler, A., & Meurer, M. M. (2023). Values and entrepreneurship in the sustainable society. Small Business Economics. https://link.springer.com/journal/11187/updates/25186956. (ABS3, ERIM P, Impact Factor 8.164)

Revise & Resubmit

- (9) Meurer, M., Risse, T., Waldkirch, M. (2025) True or false? How audiences collectively identify deceptive entrepreneurial storytelling. (Journal of Management ABS4*, ERIM P Star, Round 3, Impact Factor: 9.3)
- (10) Meurer, M. M., Waldkirch, M., Torres Nadal, F. (2025). I got'm all buzzin' A Configurational Approach to Digital Buzz of Entrepreneurial Stories. (Journal of Management ABS4*, ERIM P Star, Round 2, Impact Factor: 9.3)

Working full papers

- (11) Meurer, M. M. (2025). A configurational approach to optimal distinctiveness of entrepreneurial narratives. (rejected after 2nd Round in Academy of Management Journal, to be submitted in Spring 2026 to Strategic Management Journal, ABS4*, ERIM P Star)
- (12) Meurer, M. M. (2025). BigQCA. (to be submitted to Organization Studies (ABS4, ERIM P Star, in late 2025)
- (13) Meurer, M. M., Hashim, S., Kitzler, S., Recker, J. (2025) How a social enterprise establishes a female, digital elite in the MENA region: The case of Playbook (to be submitted to the Academy of Management Journal in Spring 2026)

- (14) Meurer, M. M., (2025) A roadmap for conversational Al-based text analysis. (to be submitted to Entrepreneurship Theory & Practice, ABS4*, ERIM P, in spring 2026)
- (15) Meurer, M. M., (2025). External Enablement of Social Entrepreneurship (Presented at the Academy of Management conference, Target: Journal of Business Venturing, ABS4*, ERIM P Star Impact Factor 8.7)
- (16) Daprà, M. M., Meurer, M. M., Torres Nadal, F., Latic, Hanna (2025). A complex contagion theory of polarization emergence (Target: MIS Quarterly, ABS4*, ERIM P Star, Impact Factor 8.553, (to be submitted to the Academy of Management Journal, ABS4*, ERIM P Star, Impact Factor: 10.5 in Spring 2026, to be submitted to the Academy of Management Conference 2026)

Early-stage projects

- (17) Torres Nadal, F., Carrasco-Farré, C., Meurer, M. M (2025). Dynamic affordances of algorithmic discourse (Target: MIS Quarterly, ABS4*, ERIM P Star, Impact Factor 8.553)
- (18) Meurer, M. M., Fieseler, C., Goia, S., Vargas, V. M. (2025) How social entrepreneurial activities break with inter-stigma-dynamics, destigmatizing disabilities in a post-communist country (Target: Academy of Management Journal, ABS4*, ERIM P Star, Impact Factor: 10.5, to be submitted to the Academy of Management Conference 2026)
- (19) Meurer, M. M., Naldi, L., Davidsson, P. (2025) Event systems and external enablement of sustainability orientation (Target: Academy of Management Journal, Impact Factor 10.5, to be submitted to the Academy of Management Conference 2026)
- (20) Meurer, M. M., Honecker, F., Chalmers, D. (2025) The enchantment of entrepreneurship gurus (Target: Academy of Management Journal, ABS4*, ERIM P Star, Impact Factor: 10.5)

Dissertation

(21) Meurer, M. M. (2022). Digital footprints of entrepreneurs: Towards a deeper understanding for support acquisition in digital spaces. EBS University for Business and Law (Grigor McClelland Runner-up; NFIB Award nomination / further consideration; best possible grade – 0.0 summa cum laude)

Reports

- (22) Meurer, M. M., Baù, M. (2024) GUESSS Report 2023: Sweden, Jönköping International Business School, center for family entrepreneurship and ownership (cefeo)
- (23) Reuter, M., Waldkirch, M., Meurer, M. M., Fehrer, M. (2021). Fremdmanager:innen in Familienunternehmen Wie eine nachhaltig erfolgreiche Zusammenarbeit gelingt. EBS University for Business and Law, Entrepreneurship and Family Firm Institute
- (24) Meurer, M. M., Vermehren, P. (2020) Unitex Performance Indicator Bericht, EBS University for Business and Law, unitex

Peer-Reviewed Conference Proceedings

- (25) Meurer, M. M., Hashim, S., Kitzler, S., & Recker, J. (2025). Run the World (Girls): How Digital Elites Emerge and Exercise Power. In *Academy of Management Proceedings* (Vol. 2025, No. 1, p. 17014). Valhalla, NY 10595: Academy of Management.
- (26) Meurer, M. M., & Waldkirch, M. (2025). Buzz Builders: A Configurational Approach to Entrepreneurial Narratives in Digital Spaces. In *Academy of Management Proceedings* (Vol. 2025, No. 1, p. 10246). Valhalla, NY 10595: Academy of Management.
- (27) Risse, T., Meurer, M. M., Waldkirch, M. True or False? How Audiences Collectively identify deceptive entrepreneurial storytelling. In *Academy of Management Best Paper Proceedings* (2024). Briarcliff Manor, NY 10510: Academy of Management. ¹

- (28) Meurer, M. M., Bucher, E., Van Gils, S. Incivility in Online Communities: A Configurational Approach. In *Academy of Management Proceedings* (2024). Briarcliff Manor, NY 10510: Academy of Management.
- (29) Meurer, M. M., Belitski, M., Fisch, C., Thurik, R. (2024). How to get published? A text analysis approach to optimal distinctiveness of entrepreneurship articles. In *Frontiers of Entrepreneurship Research Proceedings* (Vol. 2023). ¹
- (30) Meurer, M. M. (2023). Qualitative Text Comparative Analysis (QTCA): A mixed-method approach to large text data. In *Academy of Management Proceedings* (Vol. 2023). Briarcliff Manor, NY 10510: Academy of Management. (Nominated for the William Newman Award)
- (31) Meurer, M. M., Davidsson, P. (2023). External Enablement of Entrepreneurship: Nurturing and Connecting Empirical Research. In *Academy of Management Proceedings* (Vol. 2023). Briarcliff Manor, NY 10510: Academy of Management.
- (32) Meurer, M. M., Belitski, M., Fisch, C., Thurik, R. (2023). How to get published: optimal distinctiveness of entrepreneurship articles. In *Academy of Management Proceedings* (Vol. 2023). Briarcliff Manor, NY 10510: Academy of Management.
- (33) Meurer, M. M., Waldkirch, M. & Burmeister-Lamp, K. (2023). Configurations Of Digital Entrepreneurial Identity: Investigating Barriers And Drivers Of Online Support. In *Frontiers of Entrepreneurship Research Proceedings* (Vol. 2022). ¹
- (34) Meurer, M. M. (2022). Configurations of Optimal Identity Distinctiveness Among Entrepreneurs as Drivers of Legitimacy. In *Academy of Management Proceedings* (Vol. 2022, No. 1, p. 15173). Briarcliff Manor, NY 10510: Academy of Management.
- (35) Meurer, M. M., Waldkirch, M., Schou, P. K., Bucher, E., & Burmeister-Lamp, K. (2022). Help! I need somebody investigating entrepreneurs' support-seeking behavior in online communities during covid-19 pandemic. In *Frontiers of Entrepreneurship Research Proceedings* (Vol. 2021).
- (36) Meurer, M. M., Waldkirch, M., Schou, P. K., Bucher, E., & Burmeister-Lamp, K. (2021). Entrepreneurial support seeking and affordances in online communities during the COVID-19 pandemic. In *Academy of Management Proceedings* (Vol. 2021, No. 1, p. 12911). Briarcliff Manor, NY 10510: Academy of Management

¹Best-paper proceedings

Research supervision

Doctoral Theses

Tim Risse – Doctoral Studies in Business Administration (EBS University), September 2023
 September 2025

Master Theses

- Enzo van den Bosch Master in Global Business & Sustainability (Rotterdam School of Management, coach)
- Chin Yu Wu Master in Global Business & Sustainability (Rotterdam School of Management, coach)
- Jeroen Spijker Master in Global Business & Sustainability (Rotterdam School of Management, coach)
- Nadine van Raamsdonk Master in Global Business & Sustainability (Rotterdam School of Management, coach)
- Ilaria Sarti Master in Global Business & Sustainability (Rotterdam School of Management, coach)
- Niyakthi Suhas Master in Global Business & Sustainability (Rotterdam School of Management, coach)
- Janine 't Lam Master in Global Business & Sustainability (Rotterdam School of Management, coach)
- Emilie van Rappard Master in Global Business & Sustainability (Rotterdam School of Management, co-reader)
- Camilla Terzi Master in Global Business & Sustainability (Rotterdam School of Management, co-reader)
- Franek Gołębiowski Master in Global Business & Sustainability (Rotterdam School of Management, co-reader)
- Jet Schlejen Master in Global Business & Sustainability (Rotterdam School of Management, co-reader)
- Jim Hiddink Master in Global Business & Sustainability (Rotterdam School of Management, co-reader)
- Marit Ariaans Master in Global Business & Sustainability (Rotterdam School of Management, co-reader)
- Mink Hendriks Master in Global Business & Sustainability (Rotterdam School of Management, co-reader)
- Nander van der Linden Master in Global Business & Sustainability (Rotterdam School of Management, co-reader)
- Ian Hermes Master in Management (Rotterdam School of Management, co-reader)
- Daan Berk Master in Management (Rotterdam School of Management, co-reader)
- Leander Söhngen Master in Management (Rotterdam School of Management, coreader)
- Hanna Latić Master in Global Business & Sustainability (Rotterdam School of Management, coach)
- Tim Risse Master in Management (EBS University) → now Ph.D. student at EBS University
- Huiya Yu Master in Management (EBS University)
- Zhenyu Xin Master in Management (EBS University)
- Jaskirat Saini Master in Management (EBS University)
- Varun Bhargava Master of Business Administration, MBA (EBS University)

Bachelor Theses

- Isabella Capeljan Bachelor in International Management (Jönköping International Business School)
- Rebecca Eriksson Bachelor in International Management (Jönköping International Business School) → considered for the CEnSE best thesis award
- Oscar Estéen Civilekonomprogrammet (Jönköping International Business School)
- Linn Johannesson Bachelor in Marketing Management (Jönköping International Business School)
- Hugo Karlsson Civilekonomprogrammet (Jönköping International Business School)
- Corina Kuzman Bachelor in Bachelor in International Management (Jönköping International Business School)
- Jonathan Landahl Civilekonomprogrammet (Jönköping International Business School)
- Benedek Regoczi Bachelor in International Management (Jönköping International Business School) → considered for the CEnSE best thesis award
- Magdalena Sannholm Bachelor in Marketing Management (Jönköping International Business School)
- Mantas Sulinskas Bachelor in Social Enterprise Development (Jönköping International Business School) → received MMTC Best Thesis Award
- Hugo Wedmark Hermansson Bachelor in Marketing Management (Jönköping International Business School)
- Saule Zalyte Bachelor in Social Enterprise Development (Jönköping International Business School) → received MMTC Best Thesis Award
- Leonard Koch Bachelor in Business Studies (EBS University)
- Katharina Jacobi Bachelor in Business Studies (EBS University)
- Leah Maicher Bachelor in Business Studies (EBS University)
- Alexander Göritz Bachelor in Business Studies (EBS University) → now Ph.D. student at the University of St. Gallen
- Hannes Erbacher Bachelor in Business Studies (EBS University)
- Damien Perdrix Bachelor in Business Studies (EBS University)
- Luca Heringer Bachelor in Business Studies (EBS University)
- Roxane Zander Bachelor in Business Studies (EBS University)
- Stefan Nahrgang Bachelor in Business Studies (EBS University)
- Audrey Collette Bachelor in Business Studies (EBS University)
- Frederic Kobusch Bachelor in Business Studies (EBS University)
- Vincent Zimmermann Bachelor in Business Studies (EBS University)
- Martin Haferkorn Bachelor in Business Studies (EBS University)
- Katharina Scholtz Bachelor in Business Studies (EBS University)