



# MADELEINE MEURER

ASSISTANT PROFESSOR  
Rotterdam School of  
Management, Erasmus University



**Date of Birth:**  
7<sup>th</sup> July 1996



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## Dissertation

Meurer, M. M. (2022). Digital Footprints of entrepreneurs: Towards a deeper understanding of support acquisition in digital spaces. EBS University for Business and Law (Germany) Grade: summa cum laude (0.0, highest possible grade)

## Profile

I aim to generate state-of-the-art knowledge at the intersection of information systems and social entrepreneurship research, unlocking the potential of digital footprints for social entrepreneurship research. To reach this goal, I focus on new research methods such as computer-aided text analysis (CATA) or qualitative comparative analysis (QCA).

## Education

### Dr. rer. pol., Business Administration

EBS University, Wiesbaden, Germany / September 2020 – December 2022  
(Remote: April 2022 – December 2022 due to research visit scholarship at BI Norway and Jönköping International Business School)  
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 Social Entrepreneurship

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

### Postdoctoral Researcher

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

### External Ph.D. Supervision

Entrepreneurship & Family Firm Institute (EFFI), EBS University, Wiesbaden, Germany, Sweden / since September 2023

### Visiting Researcher / Teacher

BI Norwegian Business School, Oslo, Norway / August 2022 – December 2022, October 2023 – November 2023, February 2024

### Visiting Researcher

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

### Scientific Assistant

EBS University, Wiesbaden, Germany / May 2020 – December 2022  
(Remote: April 2022 – December 2022 due to research visit scholarship at BI Norway and Jönköping International Business School)

### 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)
- 2023 Nomination for the **William Newman Award** by the Academy of Management Research Methods Division for the best dissertation paper of the 83<sup>rd</sup> 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

- 2024 AOM PDW: Digital Technologies as Catalysts for Entrepreneurial Activities
- 2023 2<sup>nd</sup> JIBS Workshop on External Enablement of Entrepreneurship, Jönköping, Sweden
- 2023 1<sup>st</sup> 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

- 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 5<sup>th</sup> 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 Review Board:** Journal of Business Research (since 2023), ACERE Conference
- **Guest Editor** of a Special Issue on “Values and Entrepreneurship in the sustainable society” Small Business Economics Journal
- **Ad hoc reviewer:** Small Business Economics Journal, Entrepreneurship & Regional Development, Journal of Business Venturing Insights, Academy of Management Conference, Babson College Entrepreneurship Research Conference, IFERA Conference
- **Research Community Building:** External Enablement of Entrepreneurship (website development, social media channels, newsletter, workshop organization - for more details see [www.externalenablement.org](http://www.externalenablement.org))
- **Affiliated Member** Media Management and Transformation Center (MMTC) (2023-today)
- **Affiliated Member** Center for Family Entrepreneurship and Ownership (CeFEO) (2023-2024)
- **Affiliated Researcher** Nordic Center for Internet and Society (NCIS) (2022-today)

## Teaching experience

- **Course Developer and Examiner “Sustainability strategies” (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.),** Jönköping International Business School / 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) / since 2022
- **Head of Staff Affairs (Onboarding Project 2021),** EBS University for Business and Law (Germany) / 2021

## Acquired external funding

- 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 (~350'000 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. (*forthcoming*). Defending your own or trolling the haters? A configurational approach to incivility in online communities. *MIS Quarterly*. (ABS4\*, ERIM Star, Impact Factor 8.553)
- (2) 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-Star, Impact Factor 8.164)
- (3) 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-Star, Impact Factor 8.164)

## Editorials

- (4) Audretsch, D. B., Fiedler, A., Belitski, M., Meurer, M. M. (*Forthcoming*). Special Issue Editorial: Values and Entrepreneurship in the sustainable society. *Small Business Economics* (ABS3, ERIM P-Star, Impact Factor 8.164)

## Revise & Resubmit

- (5) Risse, T., Meurer, M., Waldkirch, M. (2024) True or false? How audiences collectively identify deceptive entrepreneurial storytelling. (ABS4\*, ERIM Star, Round 2, Impact Factor: 9.3)
- (6) Meurer, M. M., Waldkirch, M. (2024). I got'm all buzzin' – A Configurational Approach to Digital Buzz of Entrepreneurial Stories. (ABS4\*, Impact Factor: 9.3, ERIM Star, Round 2)
- (7) Ots, M., Cestino, J., Meurer, M. (2024) The entrepreneurship industry: 30 years of evolution. *Small Business Economics* (Round 2, ABS3, ERIM P-Star, Impact Factor 8.164)

## Under review

- (8) Meurer, M. M., Waldkirch, M. (2024). Qualitative Text Comparative Analysis (QTCA): A configurational approach to large-N text data. *MIS Quarterly* (ABS4\*, Impact Factor 8.553)

## Working papers

- (9) Meurer, M. M. (2025). A configurational approach to optimal distinctiveness of entrepreneurial narratives. (rejected after 2<sup>nd</sup> Round in Academy of Management Journal, to be submitted in 2025 to Strategic Management Journal)
- (10) Hashim, S., Meurer, M. M., 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 2025)
- (11) Meurer, M. M., (2024) *A roadmap for conversational AI-based text analysis*. *Journal of Business Venturing* (to be submitted to *Organization Studies* in 2025)
- (12) Meurer, M. M., (2024). *External Enablement of Social Entrepreneurship* (Presented at the Academy of Management conference, Target: *Journal of Business Venturing*, ABS4, Impact Factor 8.7)
- (13) Torres Nadal, F., Carrasco-Farré, C., Meurer, M. M (2025). Dynamic affordances of algorithmic discourse (Target: *MIS Quarterly*, Impact Factor 8.553)

## Early-stage projects

- (14) Meurer, M. M., Fieseler, C., Goia, S. (2025) *How social entrepreneurial activities break with inter-stigma-dynamics, destigmatizing disabilities in a post-communist country*
- (15) Risse, T., Meurer, M. M., Waldkirch, M. (2025) *Fake news vs. digital sherlocks* (Presented in a research seminar at Jönköping International Business School, Target: Academy of Management Journal, Impact Factor 10.5)
- (16) Risse, T., Meurer, M. M., Honecker, F., Waldkirch, M., Chalmers, D. (2025) *Rendering the deceptive entrepreneur*
- (17) Meurer, M. M., Genedy, M., Naldi, L., Davidsson, P. (2025) *Policy events and socially beneficial innovation: towards a configurational perspective of external enablement of entrepreneurship* (Target: Academy of Management Journal, Impact Factor 10.5)
- (18) Buttice, V., Meurer, M., Stroe, S. (2025-26) order tbd. Investor narratives. (Target: Academy of Management Journal, Impact Factor: 10.5)
- (19) Meurer, M. M., Tauscher, K (2025-26). High and low threshold action outcomes of entrepreneurial storytelling (Target: Academy of Management Journal, Impact Factor: 10.5)

## Dissertation

- (1) 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

- (1) Meurer, M. M., Baù, M. (2024) *GUESSS Report 2023: Sweden*, Jönköping International Business School, center for family entrepreneurship and ownership (cefeo)
- (2) 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
- (3) Meurer, M. M., Vermehren, P. (2020) *Unitex Performance Indicator Bericht*, EBS University for Business and Law, unitex

## Peer-Reviewed Conference Proceedings

- (1) 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. <sup>1</sup>
- (2) 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.
- (3) Meurer, M. M., Belitski, M., Fisch, C., Thurik, R. (*forthcoming*). How to get published? A text analysis approach to optimal distinctiveness of entrepreneurship articles. In *Frontiers of Entrepreneurship Research Proceedings* (Vol. 2023).<sup>1</sup>
- (4) 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)
- (5) 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.

- (6) 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.
- (7) 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).<sup>1</sup>
- (8) 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.
- (9) 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).<sup>1</sup>
- (10) 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

<sup>1</sup>Best-paper proceedings

# Research supervision

## Doctoral Theses

- Tim Risse – Doctoral Studies in Business Administration (EBS University)

## Master Theses

- 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)
- Chin Yu Wu – Master of Global Business & Sustainability (Rotterdam School of Management, Erasmus University)
- Enzo van den Bosch – Master of Global Business & Sustainability (Rotterdam School of Management, Erasmus University)
- Hanna Latic – Master of Global Business & Sustainability (Rotterdam School of Management, Erasmus University)
- Niyakthi Suhas – Master of Global Business & Sustainability (Rotterdam School of Management, Erasmus University)
- Janine 't Lam – Master of Global Business & Sustainability (Rotterdam School of Management, Erasmus University)
- Ilaria Sarti – Master of Global Business & Sustainability (Rotterdam School of Management, Erasmus University)
- Nadine van Raamsdonk – Master of Global Business & Sustainability (Rotterdam School of Management, Erasmus 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)