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Lebenslauf und Forschungsprofil

Oliver Mauroner lehrt und forscht seit März 2016 an der Hochschule Mainz und befasst sich dort mit modernen Innovations- und Managementkonzepten wie z.B. Design Thinking, Storytelling, Co-Creation, Maker Movement oder Open Innovation. Mit der Denomination seiner Professur – Zukunftsorientiertes Management im Mittelstand – kommt zum Ausdruck, dass kleine und mittelständische Unternehmen im Management ihrer internen und externen Beziehungen vor besonderen Herausforderungen stehen. Aktuell diskutierte Themen, wie zum Beispiel Industrie 4.0 oder der demografische Wandel, haben zunehmend Relevanz für kleine und mittelgroße Unternehmen, sei es für den Handwerksbetrieb bei der Frage der Nachfolge, das Software Start-up bei der Erschließung neuer Märkte oder den Tier-2-Zulieferer im globalen Wettbewerb. Genau mit diesen Themen befasst sich Oliver Mauroner in Lehre, Forschung und Projektarbeit an der Hochschule Mainz. In der Lehre greift Oliver Mauroner aktuell relevante Managementthemen auf und ermutigt Studierende dazu, klassische und moderne Managementkonzepte kritisch zu hinterfragen.

Vor seinem Start in Mainz war Oliver Mauroner seit 2013 für knapp drei Jahre an der Bauhaus-Universität Weimar aktiv. Als Juniorprofessor für Kreativ- und Innovationsmanagement gestaltete er die Schnittstelle zwischen der akademischen Forschung und Lehre und der dortigen Gründerwerkstatt. Dabei ist es ihm gelungen, praktische Themen aus der Start-up Welt in Forschung und Lehre zu überführen. Zum Beispiel untersuchte er den Einsatz sozialer Medien in Management und interner Kommunikation. 2015 konnte er ein Forschungsprojekt einwerben, das die Gestaltung offener Innovationsprozesse in Unternehmensnetzwerken untersucht. Erste Ergebnisse zeigen, dass gegenseitiges Vertrauen und eine gemeinsame Vision der beteiligten Partner entscheidend für den Erfolg von Netzwerken sind.

Promoviert hat Oliver Mauroner 2009 an der Friedrich-Schiller-Universität Jena, bei Prof. Dr. Roland Helm im Bereich Innovationsmarketing. Er untersuchte Erfolgsfaktoren von innovativen Ausgründungen aus Forschungsinstituten. Während und nach seiner Promotion, 2002 bis 2013, war Oliver Mauroner im Marketing am Fraunhofer-Institut für Angewandte Optik und Feinmechanik IOF in Jena tätig. Für einige Jahre leitete er dort die Abteilung Strategie, Marketing, Koordination und war für die Kommunikations- und Transferprozesse des Instituts verantwortlich. Dabei setzte er sich intensiv damit auseinander, vor welchen Herausforderungen mittelständische Unternehmen bei der Umsetzung von Innovationen stehen, seien es das Management von Fachwissen, die Gestaltung interner Prozesse oder der Umgang mit Markunsicherheiten.

Grundstein für seine berufliche Laufbahn bildete das Studium der Wirtschaftsinformatik an der Technischen Universität Ilmenau von 1995 bis 2002. Dabei legte Oliver Mauroner seine Schwerpunkte auf die Bereiche Marketing, Unternehmensführung und Informationsmanagement. Praktische Erfahrungen sammelte er unter anderem bei einem Mittelständler aus der Kunststoffindustrie, einem Touristikdienstleister, der Daimler AG und dem Mitteldeutschen Rundfunk.

Publikationen und Vorträge

Research Gate Profil: www.researchgate.net/profile/Oliver_Mauroner

Veröffentlichungen in doppelt-blind begutachteten Zeitschriften

Helm, R.; Mauroner, O.; Pöhlmann, K. (2018): Towards a better understanding of performance measurements: the case of research-based spin-offs, in: *Review of Managerial Science* 12(1):135-166; January 2018; DOI: 10.1007/s11846-016-0217-9.

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Vorträge auf wissenschaftlichen Konferenzen

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Zakoth, D.; Mauroner, O. (2018): Makerspaces – A new way of innovation, presented at the 22nd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), 11.-12.10.2017, Stuttgart, Germany.

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- Mauroner, O. (2016) Session Chair "Sharing Economy" at the 14th Interdisciplinary European Conference on Entrepreneurship Research (IECER), 08.-09.09.2015, Chur, Switzerland.
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- Mauroner, O. (2015): Maker Movement, Innovation and Entrepreneurship, presented at the ininteract conference, 07.-08.05.2015, Chemnitz, Germany.
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- Falke, C., Mauroner, O. (2014): Storytelling als Marketinginstrument von Start-ups – Vom „Es war einmal...“ zum „Es wird einmal...“, presented at the 18th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), 13.-14.11.2014, Oldenburg, Germany.
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- Breitenborn, H.; Mauroner, O. (2014): Coupled Open Innovation Processes and Collective Idea Creation in Multidisciplinary and Multisectoral Cooperations, presented at the 9th International Forum on Knowledge Asset Dynamics (IFKAD), 11.-13.06.2014, Matera, Italy.
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Sonstige Vorträge und Workshops

Mauroner, O. (2018): Design Thinking Workshop, WIR!-Konsortium „Kultur Lebensraum Vogtland“, SBBS Technik Gera, 19.09.2018, Gera, Germany.

Weber, J., Sawatzky, K. Mauroner O. (2018): Cross-Clustern ist heute, Presentation and Moderation of Creativity-Workshop, LEG Thüringen in Cooperation with ELMUG, ITnet, medways, Logistik Netzwerk, SmartTex and Spectronet, 23.05.2018, Erfurt, Germany.

Pagel, S., Mauroner O. (2018): Konzeption von Maker Spaces für Gutenberg Digital Hub in Mainz und Lichtwerkstatt in Jena, 14th iMedia Conference "Einfach machen! Making und Coding in der Schule", 15.05.2018, Mainz, Germany.

Mauroner, O.; Händschke, S. (2017): Cooperation within the PBS-Industry, Dinner Speech and Moderation of Panel Discussion at the PBS-Herbstkonferenz, 14.-15.11.2017, Dresden, Germany.

Mauroner, O. (2017): Design Thinking, Hackathon/Workshop at the Friedrich-Schiller-University Jena, 04.11.2017, Jena, Germany.

Mauroner, O. (2017): Austausch Photonik Inkubator, at Ministerium für Wirtschaft, Verkehr, Landwirtschaft und Weinbau, 08.05.2017, Mainz, Germany.

Mauroner, O. (2017): Design Thinking, Workshop at the Industrie- und Handelskammer (IHK) Rheinhesen, 09.03.2017, Mainz, Germany.

Mauroner, O. (2013): Interdisciplinary Working Groups/Start-up Teams. Creative Capital Conference Barcamp, 07.-08.09.2013, Brandenburg.