

CURRICULUM VITAE

Univ.-Prof. Dr. Michael Ehret
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RESEARCH INTERESTS

- Digitalisation of Marketing, in particular digitization of buyer-seller-interfaces, internet of things, and implications of digitalisation for business models.
- Service Marketing, in particular business services, digitalization and service transformation, service contracting and service theory.
- Entrepreneurial marketing, in particular marketing and business models, entrepreneurship services, entrepreneurship ecosystems.
- Philosophy of science, in particular its implications for the study of business ecosystems and research methodology in marketing, service, and entrepreneurship research.

EDUCATION

Habilitation (June 11, 2014), Freie Universität Berlin, Business Administration

Ph.D. (July 20, 1999), Freie Universität Berlin, Business Administration

Diplom-Kaufmann (July 8, 1994), Freie Universität Berlin: Business Administration

Abitur (31.5.1985), Bunsen-Gymnasium Heidelberg

ACADEMIC EMPLOYMENT

2020 – ongoing	Professor for Marketing and Digitalisation	University of Graz
2008 – 2020	Reader in Technology Management	Nottingham Trent University
May 2014	Visiting Professor	Fundação Getulio Vargas, Sao Paulo/ Brazil
April-Oct.2013	Visiting Professor of Marketing (W3)	University of Rostock, Germany
2000 – 2008	Assistant Professor („Wissenschaftlicher Assistent“, C1)	Freie Universität Berlin, Germany
2005 – 2006	Visiting Professor (C3)	Technical University Munich, Germany
1995-2000	Lecturer and Research Associate	Freie Universität Berlin, Germany

RESEARCH

(Google Scholars citations as of July 27 2020: 3367, h-index: 18, citations since 2015: 1570, h-index: 15)

Monograph (As Author)

1. Ehret, Michael (2000): Innovative Kapitalnutzung. Die Entstehung neuer Business-to-Business-Märkte in der Internet-Ökonomie. Wiesbaden (Gabler) 2000

Monographs (As Co-Editor)

1. Fließ, Sabine/ Haase, Michaela/ Jacob, Frank/ Ehret, Michael (eds.) (2015): Kundenintegration und Leistungslehre. Integrative Wertschöpfung in Dienstleistungen, Solutions und Entrepreneurship. Wiesbaden (Springer Gabler) 2015
2. Oltmanns, Torsten/ Kleinaltenkamp, Michael/ Ehret, Michael (2009) (Hrsg.): Kommunikation und Krise: Wie Entscheider die Wirklichkeit definieren. Wiesbaden (Gabler), 2009
3. Kleinaltenkamp, Michael/ Ehret, Michael (1998): Prozessorientierung im Technischen Vertrieb. Neue Konzepte und erprobte Beispiele für das Business-to-Business-Marketing. Berlin et al. (Springer) 1998

Refereed Journal Publications (reverse chronological order)

1. Haase, Michaela/ Ehret, Michael (2020): Die wertebedingte Krise des Ökosystems: Eine Verbindung systemtheoretischer und wertphilosophischer Überlegungen. Zeitschrift für Wirtschafts- und Unternehmensethik (zfwu) –Sonderband „Lehren aus Corona – Impulse aus Wirtschafts- und Unternehmensethik“, S. 45-54. DOI: 10.5771/9783748909460-45
2. Ehret, Michael/ Wirtz, Jochen (2018): Ownership of Cocreation Assets: Driving B2B Value Propositions in the Service Economy. Journal of Creating Value, Vol 4, Issue 1, pp. 42 – 60, DOI: 10.1177/2394964318772146
3. Wirtz, Jochen/ Ehret, Michael (2017): Capturing Value in the Service Economy, In: SMR · Journal of Service Management Research · I (1) · P. 22–38. DOI: 10.15358/2511-8676-2017-1-22
4. Ehret, Michael/ Wirtz, Jochen (2017): Unlocking Value from Machines. Business Models and the Industrial Internet of Things. Journal of Marketing Management, Vol. 33, Issue 1 – 2, pp.111 – 130.
5. Ndubisi, Oly Nelson/ Ehret, Michael/ Wirtz, Jochen (2016): Relational Governance Mechanisms and Uncertainties in Nonownership Services. Psychology and Marketing, Vol. 33, Issue 4 (Apr. 2016), pp. 250 – 266. DOI: 10.1002/mar.20873
6. Tuzovic, Sven/ Wirtz, Jochen and Ehret, Michael (2015): Global Business Services: Increasing Specialization and Integration of the World Economy as Drivers of Economic Growth. Journal of Service Management 26(4), pp. 565 – 587.
7. Ehret, Michael (2014): Financial socialism: The role of financial economics in economic disorganization. Journal of Business Research, Vol. 67, Issue 1, pp. 2686 – 2692. DOI: 10.1016/j.jbusres.2013.03.017.
8. Ehret, Michael/ Kashyap, Vishal/ Wirtz, Jochen (2013): Business models: Impact on business markets and opportunities for marketing research. Industrial Marketing Management. Jul2013, Vol. 42, Issue 5, pp. 649 – 655. DOI: 10.1016/j.indmarman.2013.06.003.

9. Ehret, Michael (2013): Emergence of Business Markets. *Industrial Marketing Management*, 42 (2013) 316 – 323. DOI: 10.1016/j.indmarman.2013.02.014.
10. Smith, David J./ Ehret, Michael (2013): 'Beyond the golden triangle': Biotechnology incubation in the East Midlands region of the UK. *Local Economy*, 2013, Vol. 28, Issue 1, pp. 66 – 84. DOI: 10.1177/0269094212463785
11. Ehret, Michael/ McDonald-Junor, Daniel and Smith, David (2012): High technology and economic development: A case study of the BioCity Nottingham technology incubator. *International Journal of Entrepreneurship & Innovation.*, Vol. 13, Issue 4 (Nov. 2012), pp. 301 – 309.
12. Ehret, Michael/ Haase, Michaela (2012): The Common Ground of Relationships and Transactions. Towards a Contractual Foundation of Marketing". *Journal of Business and Industrial Marketing* 2012, Vol. 27 Issue 6, pp. 447 – 455. DOI: 10.1108/08858621211251451
13. Ehret, Michael/ Wirtz, Jochen (2010): Division of Labor between Firms: Business Services, Non-Ownership-Value and the Rise of the Service Economy. *Service Science* 2(3), pp. 136 – 145. DOI: 10.1287/serv.2.3.136
14. Wirtz, Jochen/ Ehret, Michael (2009): Creative Restructuring. How Business Services Drive Economic Evolution. *European Business Review* 2009, Vol. 21, Issue 4, pp. 380 – 394. DOI: 10.1108/09555340910970463
15. Plötner, Olaf/ Ehret, Michael (2006): From Relationships to Partnerships – New forms of cooperation between buyer and seller. *Industrial Marketing Management*, Vol. 35, No. 1 (January 2006), pp. 4 – 9. DOI: 10.1016/j.indmarman.2005.08.006.
16. Wengler, Stefan/ Ehret, Michael/ Saab, Samy (2006): Implementation of Key Account Management: Who, Why, and How? An exploratory study on the current implementation of Key Account Management programs. *Industrial Marketing Management*, Vol. 35, No.1 (January 2006), pp. 103 – 112. DOI: 10.1016/j.indmarman.2005.08.011.
17. Jacob, Frank/ Ehret, Michael (2006): Self Protection vs. Opportunity Seeking in Business Buying Behavior – An experimental study. *Journal of Business and Industrial Marketing* Vol. 21, Issue 2 (2006), pp. 106 – 117. DOI: 10.1108/10610420610651331.
18. Kleinaltenkamp, Michael/ Ehret, Michael (2006): The value added by specific investments. A framework for managing relationships in the context of value networks. *Journal of Business and Industrial Marketing* Vol. 21, Issue 2 (2006), pp. 65 – 71. DOI: 10.1108/10610420610651287.
19. Boulding, Bill/ Staelin, Rick/ Ehret, Michael/ Johnston, Wesley: A Customer Relationship Management Roadmap: What Is Known, Potential Pitfalls, and Where to Go. In: *Journal of Marketing* Vol. 69, No. 4 (October 2005), pp. 155 – 166. DOI: 10.1509/jmkg.2005.69.4.155
20. Ehret, Michael (2004): Managing the Trade-off between Relationships and Value Networks. Towards a value-based approach of customer relationship management in business-to-business markets. In: *Industrial Marketing Management*, Vol. 33 (2004), pp. 465 – 473. DOI: 10.1016/j.indmarman.2004.03.002.

Peer-Reviewed Conference Proceedings

1. Kashyap, Vishal/ Hurtak, Stefan/ Ehret, Michael: Too Much of a Good Thing? Customer Participation and Supplier Commitment in a Project Business Context. Accepted for presentation at EMAC Budapest 2020.
2. Kashyap, Vishal/ Hurtak, Stefan/ Ehret, Michael: "Too Much of a Good Thing? Customer Participation and Supplier Commitment in a Project Business Context". accepted for presentation at the EMAC 2020 Regional Conference hosted by the Faculty of Economics and Business. University of Zagreb, Croatia, on September 16 – 19, 2020.
3. Ehret, Michael/ Wirtz, Jochen: Service Capital – Towards a Framework of Strategies for the Service Economy. Accepted for presentation at American Marketing Association SERVSIG 2020. Brisbane, Australia, July 2020.
4. Ehret, Michael/ Olaniyan, Rotimi: Institutionalization of Service Systems. The Case of Mobile Payments in Nigeria. Accepted for Presentation at AHFE, Subsection „The human side of service systems“. San Diego., USA, July 2020.
5. Ehret, Michael/ Olaniyan, Rotimi: Emergence of Service Systems. The case of mobile payment systems in Nigeria. The 10th Naples Forum on Service. Ischia, Italy, June 4 – 7 2019.
6. Ehret, Michael/ McDonald-Junor, Daniel: Cocreation Governance – The case of Lifescience Incubators. QUISS 16 Conference. Karlstad, Sweden, June 10 – 13 2019.
7. Tescari, Fábio/ Ehret, Michael/ Brito, Luiz: In the Backstage of Supply Chain Integration: The Role of Firm-intrinsic Value. 9thBMM-EMAC Biennial International Conference on Business Market Management in conjunction with the 24thCBIM International Conference Berlin, June 27 – 29, 2019.
8. Ehret, Michael/ Wirtz Jochen: Competitive advantage in the service economy. Frontiers in Services 2019. National University Singapore, July 18 – 21 2019.
9. Ehret, Michael/ Wirtz, Jochen (2018): Service providers as entrepreneurs of co-creation assets. SERVSIG 2018 Opportunities for Services in a Challenging World. Paris, France, June 14 – 16 2018
10. Ehret, Michael (2018): The Emergence of Businesses Services. Paper accepted for Presentation at 15th International Research Conference in Service Management. La Londe les Maures, France, June 10 – 13, 2018.
11. Talay, Cagri/ Ehret, Michael (2018): Asymmetric Relationships and Sustainability of the Apparel Supply Chain A novel look at asymmetry in supply chains. Paper accepted for presentation at 2018 CBIM Center for Business and Industrial Marketing. International Conference. Sustainable Business Models: Integrating Employees, Customers and Technology. Madrid, Spain, June 18 – 20 2018.
12. Ehret, Michael/ MacDonald-Junor, Daniel/ Smith, David (2017): The Impact of Infrastructure Services on the Entrepreneurship Process – The Nonownership Value Proposition. Presented at BMM-EMAC 8th Biennial International Conference on Business Market Management in Association with European Marketing Academy (EMAC). Graz, Austria, July 6 – 8, 2017.

13. Ehret, Michael/ Wirtz, Jochen (2017): Service Providers: Entrepreneurs of Value Cocreation. The 5th Naples Forum on Service. Sorrento, Naples, Italy, June 6 – 9, 2017.
14. McDonald-Junor, Daniel/ Smith, David/ Ehret, Michael (2017): A Typology of UK Biotechnology Incubators - Differentiating Between UK Biotechnology Incubators Using The 'Life Science Proximity Model'. Presented at: R&D Management. Leuven, Belgium, July 1 – 5, 2017.
15. Ehret, Michael/ Zhang, Michael (2016): Business models for sustainable transportation. Fourth International Symposium on Sustainable Mobility Technology and Business Model Innovation. London, September 15 – 17, 2016.
16. Ehret, Michael/ Wirtz, Jochen (2016): The Services Sector and the Rise of Entrepreneurship. AMA Servsig. Maastricht, The Netherlands, June 17 – 19, 2016.
17. Ehret, Michael/ Nicholson, John: The potential of Open business models for Green Innovation: A case study of Hull. Invited for the ESRC Seminar Series - Green Innovation: Making it Work. Nottingham Trent University, Nottingham, United Kingdom, April 22, 2015.
18. Ehret, Michael/ Wirtz, Jochen: Service enterprise - The contribution of business services to the uncertainty-sharing and the stimulation of enterprising activity. The 24th Annual Frontiers in Service Conference. San Jose, California, USA, July 9 – 12, 2015.
19. Ehret, Michael/ Junor, Daniel/ Smith, David: The Impact of Infrastructure on the Entrepreneurship Process. Accepted for presentation at PICMET '15 Conference "Management of the Technology Age". Portland, Oregon, USA, August 2 – 6, 2015.
20. Ehret, Michael: "Financial Socialism- Implications from US and Canadian Experience in the Recent Financial Crisis", Presented at Austrian School of Economics. Biennial Conference at Ottawa, Canada, October 30 – November 1, 2014.
21. Nicholson, John/ Ehret, Michael: Dialectic critical realism and an expanded agenda for industrial marketing. Paper presented at IMP Conference. Bordeaux, France, September 1 – 6, 2014.
22. Ehret, Michael (2013): Service contracts and the allocation of entrepreneurial rights across industrial networks. Abstract by 29th IMP conference. Atlanta, Georgia, USA, August 29 – September 2, 2013.
23. Seshadri, Sudhi/ Ehret, Michael (2013). Sustainable Business Models. A Framework for Sustainability Instruments in Network Governance - The Contribution of Network Organization and Governance Modes. 29th IMP conference. Atlanta, Georgia, USA, August 29 – September 2, 2013.
24. McDonald-Junor, Daniel/ Ehret, Michael/ Smith, David: From property management to business support – Biotechnology incubators supporting innovation led incubation in the UK. R&D Management Conference 2013. Manchester, England, June 26 – 28, 2013.
25. Ehret, Michael (2013): Entrepreneurship and the Rise of the Service Economy. Accepted for presentation at 6th International Conference on Business Market Management (BMM 2013), Bamberg, Germany, June 20 – 22, 2013.
26. Ehret, Michael (2012): Entrepreneurship and the Rise of the Service Economy, presented at the Annual Conference of the Southern Economics Association. New Orleans, Louisiana, USA, November 15 – 18, 2012.

27. Ehret, Michael/ Lorych, Ludger (2012): Lobbying for sustainable Business Models: The case of Desertec. Presented at 37th Annual Macromarketing Conference. Freie Universität Berlin, Germany, June 13 – 16, 2012.
28. Ehret, Michael/ Wirtz, Jochen (2012): Business Services and Economic Growth, AMA SERVSIG International Research Conference. Helsinki, Finland, June 7 – 9, 2012
29. Ehret, Michael (2010): The firm as an Entrepreneurial Contract, presented at Southern Economic Association. Atlanta, Georgia, USA, November 19 – 22, 2010.
30. Ehret, Michael (2010): Service Driven Innovation – The Case of R&D Services in the Biotech Industry. Paper accepted for presentation at ISBM Academic Conference 2010: Advances in B-to-B Marketing, Harvard Business School. Cambridge, Massachusetts, USA, August 8 – 10, 2010.
31. Ehret, Michael/ Wirtz Jochen (2010): "The Role of Business Services in the Rise of the Service Economy: Empirical Evidence, Theoretical Explanation and Implications for Service Research". SERVSIG conference, American Marketing Association, Porto. Portugal, June 17 – 19, 2010
32. Ehret, Michael/ Smith, David (2010): Business Models in the Biotech Sector: Evidence from UK Biotech Incubator. ISPIM conference. Bilbao, Spain, June 6 – 9, 2010.
33. Ehret, Michael/ Wirtz, Jochen: Business Services and the Rise of the Service Economy (with Jochen Wirtz, National University Singapore), presented at Quiss conference. Wolfsburg, Germany, June 2009.
34. Saab, Samy/ Ehret, Michael: "Should I stay or should I search", presented at Academy of Marketing Conference. Leeds, UK, June 2009.
35. Fritsch, Tobias/ Ehret, Michael (2009): From Hobby Tribe to Profi-League, two studies in online gaming communities. AMA Relationship Marketing Conference 2009, Berlin, Germany, September 3 – 5, 2009.
36. Ehret, Michael (2007): "Markets for Technology – Implications of an Austrian framework of property rights" – Paper accepted for presentation at the annual conference of the Southern Economic Association, New Orleans, Louisiana, USA, November 18 –20, 2007.
37. Ehret, Michael/ Saab, Samy (2007): Relationship Value, Switching Costs and the Search for Alternatives. Business Market Management Conference, TU Delft, The Netherlands, March 25 – 27 2007.
38. Ehret, Michael (2007): Customer Value of Technology Licenses. Business Market Management Conference, TU Delft, The Netherlands, March 25 – 27, 2007.
39. Ehret, Michael: "Unlocking the value of technology licenses - when should technology companies offer which kind of services?" – Paper accepted for presentation on the 16th annual AMA Frontiers in Services Conference, San Francisco, California, USA, October 4 – 7, 2007.
40. Ehret, Michael (2007): Property Rights as Tools of Entrepreneurs – Implications for the Marketing of Technology Licenses. Workshop Dienstleistungsmarketing. Universität Rostock, Germany, March 15 – 17, 2007.

41. Ehret, Michael (2005): Business Networks and the arbitrage of property rights: New perspectives for the theory of the firm. Austrian scholars conference, Mises Institute. Auburn, Alabama, USA, March 17 – 19, 2005.
42. Ehret, Michael/ Kaluza, Martin: Martin (2004): Protestantische Arbeitsethik und die Entstehung von Märkten am Beispiel der Schweizer Uhrenindustrie - Implikationen für die Erforschung der ethischen Voraussetzungen für die Entstehung von Märkten. Forum Wirtschaftsethik der Deutschen Gesellschaft für Philosophie, 7. Tagung: Ethik des Konsums. Zeppelin University Friedrichshafen, Germany, November 18 – 20, 2004.
43. Ehret, Michael: The Evolution of Business Markets: Perspectives of New Austrian Capital Theory. Austrian Scholars Conference, Mises Institute. Auburn, Alabama, USA, March 18 –20, 2004.
44. Ehret, Michael/ Jacob, Frank (2003): Business Buying Behavior. 7th Conference on Relationship Marketing and Customer Relationship Management, Freie Universität Berlin, Germany, June 23 – 25, 2003.
45. Ehret, Michael (2002): Time concepts for the Management of Business-to-Business Relationships. Arbeitspapier präsentiert auf dem 10th International Colloquium in Relationship Marketing, Universität Kaiserslautern, Germany, September 23 – Oktober 2, 2002.
46. Ehret, Michael (2002): Enhancing the Productivity of Time in Global Supply Chains AMA Relationship Marketing Conference. Atlanta, Georgia, USA, 2002.
47. Ehret, Michael (2001): The Economics of Time: Consequences For The Integration of Services and Communication Technology. Second French-German Workshop Lyon, Ecole de Management, 2001.

Book Chapters

1. Ehret, Michael/ Wirtz, Jochen (2019): Sharing uncertainty across organizations: Service capital and Customer engagement for realizing nonownership value. In: Linda Hollebeek and David Sprott (eds.) Handbook of Research on Customer Engagement. Edward Elgar Publishers 2019 (forthcoming).
2. Wirtz, Jochen/ Ehret, Michael (2019): Asset-Based Strategies for Capturing Value in the Service Economy Forthcoming in: Maglio, P. P., Kieliszewski, C. A., Spohrer, J. C., Lyons, K., Patricio, L. & Sawatani, Y. (Eds.). (in press). Handbook of Service Science, Volume II. New York: Springer. ISBN 978-3-319-98511-4 (hardcover)
3. Ehret, Michael/ Wirtz, Jochen (2018): Service Geschäftsmodelle für das Industrielle Internet der Dinge. In: Arnold, Christian/ Knödler, Hermann: Die informatisierte Service-Ökonomie. Wandel im privaten und öffentlichen Sektor. Wiesbaden (Springer Gabler). pp. 113 – 127.
4. Bisignano, Angelo P./ Werhane, Patricia H./ Ehret, Michael (2017): Designing sustainable business with the base of the pyramid. In: Molthan-Hill, Petra: The Business Student's Guide to Sustainable Management. Principles and Practice. Second edition. Principles for Responsible Management Education Series. Greenleaf Publishing – Routledge, London 2017.
5. Ehret, Michael (2015): Die Verteilung unternehmerischer Rollen in der Leistungserstellung. Eine Entrepreneurship-Perspektive. In: Fließ, Sabine/ Haase, Michaela/ Jacob, Frank/ Ehret, Michael (eds.) (2015): Kundenintegration und Leistungslehre. Integrative Wertschöpfung in

Dienstleistungen, Solutions und Entrepreneurship. Wiesbaden (Springer Gabler) 2015, pp. 429 – 444.

6. Plötner, Olaf / Kupp, Martin / Ehret, Michael: Kundenintegration und die Gestaltung von Geschäftsmodellen - Der Fall Siemens Cerberus ECO. In: Fließ, Sabine/ Haase, Michaela/ Jacob, Frank/ Ehret, Michael (eds.) (2015): Kundenintegration und Leistungslehre. Integrative Wertschöpfung in Dienstleistungen, Solutions und Entrepreneurship. Wiesbaden (Springer Gabler), pp. 457 – 472. SBN 978-3-658-07448-7
7. Wirtz, Jochen/ Ehret, Michael (2013): Service-based Business Models: Transforming Businesses, Industries and Economies, In: Serving Customers: Global Services Marketing Perspectives by Raymond P. Fisk, Rebekah Russell-Bennett, and Lloyd C. Harris (eds.), Tilde University Press, pp. 28 – 46, 2013.
8. Kleinaltenkamp, Michael/ Ehret, Michael (2009): Schattenseiten der Arbeitsteilung - Herausforderungen für die Kommunikation. In: Oltmanns, Torsten/ Kleinaltenkamp, Michael/ Ehret, Michael (Hrsg.): Kommunikation und Krise: Wie Entscheider die Wirklichkeit definieren. Wiesbaden (Gabler), 2009, pp. 45 – 56.
9. Oltmanns, Torsten/ Ehret Michael (2009): Manager machen Märkte – Warum der Homo oeconomicus keine Zukunft hat. In: Oltmanns, Torsten/ Kleinaltenkamp, Michael/ Ehret, Michael (Hrsg.): Kommunikation und Krise: Wie Entscheider die Wirklichkeit definieren. Wiesbaden (Gabler), 2009, pp. 31 – 44.
10. Ehret, Michael (2007): Geschäftsbeziehungen als Wachstumstreiber (Entrepreneurial Customer Relationship Management. In: Freiling, Jörg/ Kollmann, Tobias (2007): Entrepreneurial Marketing: Besonderheiten, Aufgaben und Lösungsansätze für Gründungsunternehmen. Wiesbaden (Gabler), 2007, pp. 425 – 442.
11. Ehret, Michael/ Haase, Michaela/ Kaluza, Martin (2005): Konzepte der Globalisierung: von Bretton Woods über Washington und Cancún zu gerechterer Globalisierung? In: Karl Homann, Peter Koslowski und Christoph Lütge: Wirtschaftsethik der Globalisierung. Tübingen (Mohr) 2005.
12. Ehret, Michael/ Haase, Michaela/ Kaluza, Martin (2004): The Evolution of the E-Economy: Consequences for Theory Building in Economics and in the Economy. In: Koslowski, Peter/ Hubig, Christoph/ Fischer, Peter: Business Ethics and the Electronic Economy. Berlin et al (Springer) 2004, pp. 3 – 33
13. Ehret, Michael / Haase, Michaela/ Kaluza, Martin (2003): Die Entwicklung der E-Economy: Ihre Bedeutung für Theoriebildung in Ökonomik und Ökonomie. In: Fischer, Peter/ Hubig, Christoph/ Koslowski, Peter (Hrsg.): Wirtschaftsethische Fragen der E-Economy. Heidelberg (Physika) 2003, pp. 3 – 36
14. Kleinaltenkamp, Michael/ Ehret, Michael (2000): Innovative Kapitalnutzung durch elektronische Schnittstellen im Business-to-Business-Bereich. In: Kaluza, Bernd/ Blecker, Thorsten (Hrsg.): Produktions- und Logistikmanagement in virtuellen Unternehmen und Unternehmensnetzwerken. Berlin et al. (Springer) 2000, pp. 451 – 489.
15. Ehret, Michael (1998): Nutzungsprozesse im Business-to-Business-Marketing – Anforderungen an die Entwicklung der Prozeßkompetenz von Business-to-Business-Anbietern. In: Kleinaltenkamp, Michael/ Ehret, Michael: Prozessorientierung im Technischen Vertrieb. Neue Konzepte und

erprobte Beispiele für das Business-to-Business-Marketing. Berlin et al. (Springer) 1998, pp. 37 – 69

16. Ehret, Michael (1998): Nutzungsprozesse als Ausgangspunkt des Innovationsmanagements. In: Engelhardt, Werner H. (Hrsg.): Perspektiven des Dienstleistungsmarketing. Wiesbaden (Gabler) 1998, pp. 189 – 241
17. Ehret, Michael/ Leitzmann, Wolfram/ Rieker, Stephen A. (1998): Nutzungsprozesse der Telekommunikation und die Positionierung neuer Leistungsangebote – Ein Pilotprojekt der Wohnungswirtschaft. In: Kleinaltenkamp, Michael/ Ehret, Michael: Prozessorientierung im Technischen Vertrieb. Neue Konzepte und erprobte Beispiele für das Business-to-Business-Marketing. Berlin et al. (Springer) 1998, pp. 35 – 70
18. Kleinaltenkamp, Michael / Ehret, Michael / Fließ, Sabine (1997): Customer Integration in Business-to-Business-Marketing, in: Advances in Services Marketing, hrsg. von Hans Mühlbacher und Jean-Paul Flipo, Wiesbaden 1997, pp. 27 – 48., hrsg. von Hans Mühlbacher und Jean-Paul Flipo, Wiesbaden 1997, S. 27-48.

RESEARCH IN PROGRESS

Articles submitted and under consideration for publication

1. McDonald-Junor, Daniel/ Ehret, Michael: Cocreation governance. A typology of high-tech incubators and their contribution to transform uncertainty into opportunity. Research Policy – under review.
2. Ehret, Michael/ Olaniyan, Rotimi: Emerging mobile banking. The contribution of the evolutionary perspective to service ecosystems research. Under Review at Journal of Business Research.
3. Ehret, Michael: Decoding B2B. Under Review at Industrial Marketing Management.

Articles in preparation for submission

1. Ehret, Michael/ Wirtz, Jochen: Services and entrepreneurship in cocreation. Towards a social emergence foundation of Service Theory. Working Paper in preparation for the Journal of the Academy of Marketing Science.
2. Ehret, Michael: Opportunity formation in ecosystems. In preparation for Academy of Management Review.

INVITED TALKS AND PRESENTATIONS

1. Ehret, Michael: A contractual perspective on business model innovation. What we know and where to go. Invited presentation for the Business Model Innovation Workshop, Institute for Manufacturing. University of Cambridge, December 8, 2014.
2. Ehret, Michael: Financial socialism. The impact of entrepreneurial accountability in the Canadian Banking system. With foundation workshop on Austrian economics. Ottawa, Canada, October 30 – November 2, 2014.
3. Ehret, Michael: Financial socialism. The role of financial economics in economic dis-organization. ESCP-EAP, Paris, May 7, 2013.

4. Ehret, Michael: Financial socialism. The role of financial economics in economic dis-organization. Colloquium on Market Institutions & Economic Processes. New York University, November 26, 2012.
5. Visiting Researcher at the Marketing Department of Georgia State University, hosted by Prof. Wesley J. Johnston, Jan – May 2002.

RESEARCH GRANTS AND THIRD-PARTY FUNDING

March 2016 – 2017: The impact of Infrastructure on Entrepreneurship. Funded by the Seedcorn-fund of Nottingham Business School/ Nottingham Trent University. (Value: 5k £)

October 2011 – September 2013: KBB Trans. Project funded by FP 7 program of EU. Author of the module “Market dimension of technology development”. (334 k£)

October 2010 – September 2012: Creative Trainer. Project funded from the FP 7 program of EU. (339 k£)

October 2010 – September 2014: CASE project Biocity, funded by ESRC UK, in collaboration with Biocity, Nottingham. Purpose: Identify factors that drive effectiveness of support-services for Biotech-startups. (60k £)

January 2009 – December 2009: Ingenuity Project in collaboration with Biocity, Ingenuity Project by East Midlands Development Agency (5k£).

January 2000 – December 2003: Learning in the Net-Economy. Collaboration between Universität Würzburg, Ruhr Universität Bochum, Humboldt Universität Berlin and Freie Universität Berlin, Sponsored by the German Federal Ministry of Education and Research. Co-author of proposal and author of the learning module “Economics of time – Implications for Marketing”. (5 Mn €)

January 1995 – December 1997: MMSERV – Multimedia Support for Learning Environments. Author and Director of the Multimedia-Case Study “ODI”, a video- and tool-based learning application for market introduction of new products (80k€)

January 1998 – December 2002: Technischer Vertrieb. VDI Verlag. Online Newsletter. (210 k €)

TEACHING

Curriculum Development

Entrepreneurial marketing (currently taught as “Marketing and Customer Thinking in the M.Sc. Entrepreneurship of Nottingham Trent University): Developing, Planning and operating marketing activities in the course of the venturing process. Based on case studies and entrepreneurship theories and concepts.

Entrepreneurial Experience: This is the final course for the M.Sc. Entrepreneurship at NTU. Students prepare a pitch for real-life investors, drawing on their coursework and a venture project developed gradually as part of their seminal work in the program.

Contemporary Issues and Marketing (M.Sc.)

This course focusses on advances in marketing beyond established textbook knowledge, with the aim to enhance the genuine marketing capabilities of students in uncharted territories. Key contexts have been environmental challenges, digitalisation and social transformation, whereas innovative marketing approaches considered prevail predominantly in services and entrepreneurial marketing.

Product Development and Customer Relationships (M.Sc.)

This course introduces the product development process with an emphasis on key customer-related activities from idea-generation through relaunch or termination stages.

Economics of Time and Marketing (Digital Module of the Net-Economy curriculum of the joint BMBF-sponsored program "Learning in the Net Economy")

This digital course introduces into the impact of digitization of business interfaces on various dimensions of time, in particular process management, activity costs, and the social construction of user processes.

Diffusion of Innovations (M.Sc. Level)

The pioneering ODI application constitutes a diffusion model where students can test marketing-mix decisions on the base of a multi-media case study.

Courses Taught

University of Graz

Winter Term 2020/21 Principles of Marketing (Bachelor Level)

Nottingham Trent University (Main Appointment)

Summer Term 2020	Business Research Project (MBA), Business Research Projects (Master Level).
Spring Term 2019	Marketing Management, Bachelor Level. Business Research Projects tutoring and supervision, Master Level.
Winter Term 2018/19	Leader, Lecturer and Tutor of module "Marketing and Customer Thinking" for the M.Sc. Entrepreneurship program. MBM program: Dissertation supervision.
Spring Term 2018	Marketing Management, Bachelor Level Business Research Projects tutoring and supervision Master Level.
Winter Term 2017/18	Leader, Lecturer and Tutor of module "Marketing and Customer Thinking" for the M.Sc. Entrepreneurship program. MBM program: Dissertation supervision.
Spring Term 2017	Leader, Lecturer and Tutor of module "The Entrepreneurial Experience" for the M.Sc. Entrepreneurship program. Lecturer "Marketing Management, B.Sc. Management and Business programs.
Winter Term 2016/17	Leader, Lecturer and Tutor of module "Marketing and Customer Thinking" for the M.Sc. Entrepreneurship program. MBM program: Dissertation supervision.
Spring Term 2016	Leader, Lecturer and Tutor of module "Entrepreneurial

Winter Term 2015/ 2016	<p>Business Models" for the M.Sc. Management programs. Leader, Lecturer and Tutor of module "Contemporary Issues and Marketing – Marketing Innovation" for the M.Sc. Marketing programs. Leader, Lecturer and Tutor of module "Entrepreneurial Business Models" for MsC. Management Programs. Business Models for Global Markets, Signature course adapted to various MSC and BA programs.</p>
Summer Term 2015	<p>Leader, Lecturer and Tutor of module "Contemporary Issues and Marketing – Marketing Innovation" for the M.Sc. Marketing programs.</p>
Spring Term 2015	<p>Leader, Lecturer and Tutor of module "Entrepreneurial Business Models" for the M.Sc. Management programs.</p>
Winter Term 2014/ 2015	<p>Leader, Lecturer and Tutor of module "Contemporary Issues and Marketing – Marketing Innovation" for the M.Sc. Marketing programs. B.A. Business Administration and Management: Seminar leader of "Research Project".</p>
Spring Term 2014	<p>Seminar Leader: Research Projects in Business Studies.</p>
Winter Term 2013/ 2014	<p>Leader, Lecturer and Tutor "Contemporary Issues and Marketing – Marketing Innovation" for the M.Sc. Marketing programs. B.A. Business Administration and Management: Seminar leader of "Research Project" and "Leadership and Employability".</p>
Spring Term 2013	<p>Seminar Leader: Research Projects in Business Studies.</p>
Winter Term 2012/ 2013	<p>Seminar Leader 'Marketing and Design (BA of Marketing and Design). Seminar Leader: Research Projects in Business Studies. Lecture: Technology Management (for the Module "Contemporary Issues and Marketing", B.A. level).</p>
Summer Term 2012	<p>Leader, Lecturer and Tutor "Contemporary Issues in Marketing – Marketing Innovation". Applied Consultancy Project "Mobile Marketing Services" with Diversity (Marketing Services Agency, Nottingham).</p>
Winter Term 2011/ 2012:	<p>Leader, Lecturer and Tutor "Contemporary Issues and Marketing" (B.A. level), Supervision of 7 Bachelor Dissertation Theses.</p>
Summer Term 2011:	<p>Leader, Lecturer and Tutor "Marketing Innovation" (M.Sc. Marketing Programme), Lectures and tutorials on Innovation Marketing and Business Service Innovation. Leader of Marketing Research Seminar (PhD and Post-Doc-level).</p>
Spring Term 2011:	<p>Applied Consultancy Project.</p>
Winter Term 2010/ 2011:	<p>Lectures „Contemporary Issues and Marketing“, Bachelor Programs. Tutorials for Bachelor Thesis Projects. Marketing Research Seminar for Doctoral Students and Post-Doc Researchers.</p>
Summer Term 2010:	<p>Leader, Lecturer and Tutor for the Module "Marketing-Innovation" for the M.Sc. Marketing Programs.</p>
Winter Term 2009/ 2010	<p>Leader, Lecturer and Tutor for the Module „Contemporary Issues in Marketing“, Bachelor Programmes.</p>

	Tutorials for Bachelor Thesis Projects.
	Lecture "Business Service Marketing" for the Chartered Institute of Marketing Programme.
Summer Term 2009	Module Leader, Lecturer und Tutor des Moduls "Marketing-Innovation" M.Sc. in Marketing Programmes.
Spring Term 2009	Tutor in the Module "Marketing Contexts", M.Sc. level. Tutor in the Module "Marketing Organisation", M.Sc. level.
Winter Term 2008/2009	Lectures in "Marketing Research Methods", M. Sc. level. Tutorials for Bachelor Thesis. Universität Rostock, Rostock, Germany.
Summer Term 2013	Modul „Service-based business models for the M.Sc. program Service Management. Course leader „Organisation and Human Resource Management (B.A. Business Administration and Economics).

Technische Universität München, Munich, Germany

Summer Term 2006	Course leader Marketing Management (MBA). Course leader Technology Marketing. Seminar „Marketing in research networks“. Project course „Differentiating commodity businesses“ in collaboration with Linde AG.
Winter Term 2005/2006	Course leader, lecturer and tutor "Business Market Innovation (M.Sc.level). Course leader, lecturer and tutor Marketing Management (MBA-level). Research seminar "Marketing in Business Networks". Student consultancy project „Multi-Channel Integration for Executives“ in collaboration with Burda Yukom and Roland Berger Strategy Consultants.

Freie Universität Berlin, Berlin, Germany

Winter Term 2008/2009	Public lecture series „Communication and Crisis“, designed in collaboration with Torsten Oltmanns (Roland Berger Strategy Consultants) and Prof. Dr. Michael Kleinaltenkamp (FU Berlin) at Freie Universität Berlin.
Summer Term 2008	Course leader, lecturer and tutor "Business-to-Business Marketing"
Winter Term 2007/2008	Course leader, lecturer and tutor "Customer Relationship Management. Research seminar Marketing.
Summer Term 2007	Course leader, lecturer and tutor: Business-to-Business-Marketing. Marketing Research seminar.
Winter Term 2006/2007	Course leader, lecturer and tutor "Customer Relationship Management".
Winter Term 2004/2005:	Course leader and lecturer „Financial Accounting“ (B.A. level). Course leader, lecturer, and tutor „Business-to-Business-Marketing“ (M.Sc. level).
Summer Term 2004	Course leader and lecturer „Financial Accounting“ (B.A. level).
Winter Term 2003/2004	Course leader and lecturer „Financial Accounting“ (B.A. level).
Summer term 2003	Course leader and lecturer „Financial Accounting“ (B.A. level). Course leader, lecturer, and tutor „Business-to-Business-

	Marketing“ (M.Sc. level). Leader of research seminar “Relationship Marketing”
Winter Term 2002/2003	Course leader and lecturer „Financial Accounting“ (B.A. level). Research seminar “Marketing Theory”.
Summer Term 2002	Marketing Case Study Seminar.
1995 – 2000	Lecturer and tutor for the Executive Master of Business Marketing of Freie Universität Berlin, a postgraduate degree for technical sales executives. Consulting and supervising students in distance learning, developing of online content and textbook material, marking.

PHD MENTORING, SUPERVISION AND EXAMINATION

2016 –	DBA Director of Studies	Mastura Abu Sama, Nottingham Trent University
2012 –	PhD Supervisor	Tobias Fritsch, Universität Rostock
2016	External PhD Examiner	Fabio Tescari, FGV Sao Paulo, Brazil (Successfully completed).
2016	Internal DBA Examiner	Anino Emuwa, Nottingham Trent University (Successfully completed).
2013 – 2019	DBA Supervisor	Edworks Edward Mhandu, Nottingham Trent University (successfully completed)
2010 – 2015	PhD Supervisor	Daniel McDonald Junor (Successfully completed) Nottingham Trent University
2014 – 2015	Host and PhD Advisor	Fabio Tescari, FGV Sao Paulo on Visiting Nottingham Trent University
2012 – 2016	PhD Director of Studies of Project	Dzulkifli Mukhtar, (Successfully completed), Nottingham Trent University
2012	External Examiner	Giuseppe Emanuele Adamo Universidad Carlos 3 Madrid, Spain (Successfully completed).
2010	Internal Examiner	Izzudin Busnaina, Nottingham Trent University (Successfully completed).
2008	PhD Examiner	Samy Saab, Freie Universität Berlin (Successfully completed).
2007	PhD Examiner	Stefan Wengler, Freie Universität Berlin (Successfully completed).
2007	PhD Examiner	Martin Schmidt, Freie Universität Berlin (Successfully completed).

SERVICE TO ACADEMIC COMMUNITY

- Industrial Marketing Management: Member of Editorial Review Board (2004 – ongoing)
- Journal of Business Research: Member of Editorial Review Board (2018 – ongoing)
- Journal of Business and Industrial Marketing: Member of Editorial Review Board (2004 – ongoing)
- Ad hoc reviewer for Journal of Marketing, Journal of Service Research, Journal of Marketing Management, Psychology and Marketing, and many more.

- Guest-co-editor of Special Issue “Innovation Ecosystems”, Industrial Marketing Management, cfp deadline August 31 2020 (<https://www.journals.elsevier.com/industrial-marketing-management/calls-for-papers/innovation-ecosystems>)
- Guest-co-editor of Industrial Marketing Management Special Issue “Business Models and Business Markets” Industrial Marketing Management (2013), Vol.42, Issue 5.
- Guest co-editor of Special Issue “Relationship Theory and Business Markets”, Journal of Business and Industrial Marketing (2006), Vol.21, Issue 2.
- Guest co-editor of Special Issue “Customer Relationship Management,” Industrial Marketing Management (2004), Vol. 33, Issue 6 (2004).

ADMINISTRATIVE ROLES

Nottingham Trent University

2017 – ongoing Representative of Nottingham Business School at the College Research Degree Committee of the College of Business, Law and Social Sciences of Nottingham Trent University, reviewing PhD project proposals and transfer reports.

2013 – ongoing Member of Research Strategy Group, Nottingham Business School

2012 – ongoing Research Coordinator, Division of Marketing, Nottingham Business School

2009 – 2012: Director of research seminars for the Division of Marketing of Nottingham Trent University.

FU Berlin

PhD Examination committee

Development and managing editor of Faculty Newsletter (2002 – 2003)

HONOURS AND AWARDS

American Marketing Association SERVSIG: Best Paper Award AMA Servsig conference 2018 Paris: Finalist for Ehret, Michael/ Wirtz, Jochen: Service providers as entrepreneurs of co-creation assets. AMA SERVSIG 2018 Opportunities for Services in a Challenging World, Paris, June 14 – 16, 2018.

Journal of Business and Industrial Marketing: Outstanding Reviewer Award – 2018

Service Science best Paper award: Honourable mention, 2013 for the paper "Ehret, Michael/ Wirtz, Jochen (2010): Division of Labor between Firms: Business Services, Non-Ownership-Value and the Rise of the Service Economy. Service Science 2(3), pp. 136 – 145."

Digita 1997, Frankfurt/ Main, Germany: Prize for the authorship and design of the multimedia learning application „ODI“ at Digita 1997, Frankfurt/ Main, Germany, a conference for online-learning applications.

PROFESSIONAL MEMBERSHIP

American Marketing Association

Verband der Hochschullehrer für Betriebswirtschaftslehre (VHB)

Chartered Institute for Marketing, UK

Ernst Reuter Gesellschaft, Freie Universität Berlin.

PERSONAL DETAILS

Nationality: German

Date of Birth: 17.12.1965

Marital Status: Married to Wiebke Ehret, née Claußen

LANGUAGES

German: Native speaker

English: Professional level

French – Active speaking and reading

Portuguese – Basic knowledge