

Christian Baccarella

Free University of Bozen-Bolzano
Faculty of Economics and Management
Universitätsplatz 1
I-39100 Bozen-Bolzano

Education

- | | |
|------|--|
| 2023 | Habilitation
Title: “Creating the Innovative Enterprise – Generating Value, Fostering Change, and Communicating Contents”
School of Business, Economics and Society
Friedrich-Alexander University Erlangen-Nürnberg, Germany |
| 2014 | Doctorate (Dr. rer. pol.)
Title: “The perception and presentation of information in technology-related selection processes”
Chair of Industrial Management (Prof. Dr. Kai-Ingo Voigt)
School of Business, Economics and Society
Friedrich-Alexander University Erlangen-Nürnberg, Germany |
| 2009 | Diplom-Kaufmann (M.A. equivalent)
Focus: Innovation & Entrepreneurship
School of Business, Economics and Society
Friedrich-Alexander University Erlangen-Nürnberg, Germany |
| 2007 | Bachelor of Arts with first class honours
Focus: Marketing
Hull University Business School
University of Hull, UK |

Professional Experience

- | | |
|-----------------|---|
| 09/2025–present | Full Professor
Faculty of Economics and Management
Free University of Bozen-Bolzano |
| 10/2023–08/2025 | Professor for Innovation Management
Department of Economics and Management
University of the Bundeswehr Munich, Germany |
| 10/2022–09/2023 | Interim Professor and Head of the Chair of Innovation and Management in Agribusiness
Faculty of Agricultural, Nutritional and Engineering Sciences
University of Bonn, Germany |
| 03/2015–09/2022 | Assistant Professor (“Akademischer Rat auf Zeit”)
Chair of Industrial Management (Prof. Dr. Kai-Ingo Voigt) |

School of Business, Economics and Society
Friedrich-Alexander University Erlangen-Nürnberg, Germany

02/2010–02/2015

Research and Teaching Associate

Chair of Industrial Management (Prof. Dr. Kai-Ingo Voigt)
School of Business, Economics and Society
Friedrich-Alexander University Erlangen-Nürnberg, Germany

Selected Service Activities

Associate editor

Review of Managerial Science

Editorial board member

Journal of Product Innovation Management

Management Review Quarterly

Special track organizer

Special track organizer “Navigating New Product Development” in the Innovation Strategic Interest Group (SIG) of the European Academy of Management (EURAM) Conference 2025 and 2026

Review board member

Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum)

Research Output

Peer-reviewed journal articles

Maisenhelder, F.; Baccarella, C. V.; Maier, L.; Müller, J. M.; & Voigt, K.-I. (2025). Digital Mergers and Acquisitions: Creating or Destructing Value? *European Management Journal*, accepted for publication, article in press.

Maier, L., & Baccarella, C. V. (2025). The psychological and behavioral consequences of customer empowerment in new product development: Situational framework, review, and research agenda. *Journal of Product Innovation Management*, 42(1), 220-252.

Maier, L.; Schreier, M.; Baccarella, C. V.; Voigt, K.-I. (2024). University knowledge inside! How university-industry collaborations make new products more attractive to customers. *Journal of Marketing*, 88(2), pp. 1-20.

Baccarella, C. V.; Buliga, O; Mitterreiter, E.; Müller, J.; Voigt, K.-I. (2024). Implications of Business Model Innovation Separation and Integration in Incumbent Firms. *IEEE Transactions on Engineering Management*, 71, pp. 9357-9370.

Maier, L.; Baccarella, C. V.; Wagner T.; Block, J.; Voigt, K.-I. (2023). The Legitimizing Effect of Crowdfunding Success: A Consumer Perspective. *Entrepreneurship Theory and Practice*, 47(4), pp. 1389-1420.

Maier, L.; Baccarella, C. V.; Wagner T.; Meinel, M.; Eismann, T.; Voigt, K.-I. (2022). Saw the Office, Want the Job: The Effect of Creative Workspace Design on Organizational Attractiveness. *Journal of Environmental Psychology*, 80(101773).

Rösch, J. & Baccarella C.V. (2022). The Platform-of-Platforms business model: Conceptualizing a way to maximize valuable user interactions on social media platforms. *Lecture Notes in Computer Science*, 13315, pp. 617–630.

Baccarella, C. V.; Meinel, M.; Wagner T.; Maier, L.; Voigt, K.-I. (2021). The Effect of Organizational Support for Creativity on Innovation and Market Performance: The Moderating Role of Market Dynamism. *Journal of Manufacturing Technology Management*, 33(4), pp. 827-849.

Maier, L.; Baccarella, C. V.; Voigt, K.-I. (2021). How Consumption-Supportive Packaging Functionality Influences Consumers' Purchase Intentions: The Mediating Role of Perceived Product Meaningfulness. *European Journal of Marketing*, 55(8), pp. 2239-2267.

Baccarella, C. V.; Wagner, T. F.; Scheiner, C. W.; Maier, L.; Voigt, K.-I. (2021). Investigating consumer acceptance of autonomous technologies: The case of self-driving automobiles. *European Journal of Innovation Management*, 24(4), pp. 1210-1232.

Meinel, M.; Eismann, T.; Baccarella, C. V., Fixson, S.; Voigt, K.-I. (2020). Does Applying Design Thinking Result in Better New Product Concepts than a Traditional Innovation Approach? An Experimental Comparison Study, *European Management Journal*, 38(4), pp. 661-671.

Baccarella, C. V.; Wagner, T. F.; Kietzmann, J. H.; McCarthy, I. P. (2020). Averting the rise of the dark side of social media: The role of sensitization and regulation. *European Management Journal*, 38(1), pp. 3-6.

Wehnert, P.; Baccarella, C. V.; Beckmann, M. (2019). In Crowdfunding We Trust? Investigating Crowdfunding Success as a Signal for Enhancing Trust in Sustainable Product Features. *Technological Forecasting & Social Change*, 141, pp. 128-137.

Meinel M.; Wagner, T. F.; Baccarella, C. V.; Voigt, K.-I. (2019). Exploring the Effects of Creativity Training on Creative Performance and Creative Self-Efficacy: Evidence from a Longitudinal Study. *Journal of Creative Behavior*, 53 (4), pp. 546-558.

Baccarella, C. V.; Maier, L.; Eibl, S.; Voigt, K.-I. (2019). Every Picture Tells a Story - Exploring Personal Branding Communication Activities on Social Media. *Lecture Notes in Computer Science*, 11579, pp. 22-33.

Baccarella, C. V.; Wagner, T. F.; Kietzmann, J. H.; McCarthy, I. P. (2018). Social media? It's serious! Understanding the dark side of social media. *European Management Journal*, 36(4), pp. 431-438.

Schrauder, S.; Kock, A.; Baccarella, C. V.; Voigt, K.-I. (2018). Takin' Care of Business Models: The Impact of Business Model Evaluation on Front-End Success. *Journal of Product Innovation Management*, 35(3), pp. 410-426.

Eismann, T.; Wagner, T. F.; Baccarella, C. V.; Voigt, K.-I. (2018). This Is How We Do It: Untangling Patterns of Super Successful Social Media Activities. *Lecture Notes in Computer Science*, 10914, pp. 221–239.

Scheiner, C. W., Baccarella, C. V., Bessant, J., & Voigt, K. I. (2018). Participation motives, moral disengagement, and unethical behaviour in idea competitions. *International Journal of Innovation Management*, 22(06), 1850043.

Wagner, T. F., Baccarella, C. V., & Voigt, K. I. (2017). Communicating technological innovations: The role of technical complexity and product involvement. *European Journal of Innovation Management*, 20(3), pp. 392-405.

Wagner, T. F., Baccarella, C. V., & Voigt, K. I. (2017). Framing social media communication: Investigating the effects of brand post appeals on user interaction. *European Management Journal*, 35(5), pp. 606-616.

Trefzger, T. F.; Baccarella, C. V.; Scheiner, C. W.; Voigt, K.-I. (2016). Hold the Line! The Challenge of Being a Premium Brand in the Social Media Era. *Lecture Notes in Computer Science*, 9742, pp. 461-471.

Scheiner, C. W.; Krämer, K.; Baccarella, C. V. (2016). Cruel Intentions? - The Role of Moral Awareness, Moral Disengagement, and Regulatory Focus in the Unethical Use of Social Media by Entrepreneurs. *Lecture Notes in Computer Science*, 9742, pp. 437-448.

Baccarella, C. V., Scheiner, C. W., Trefzger, T. F., & Voigt, K. I. (2016). Communicating high-tech products-a comparison between print advertisements of automotive premium and standard brands. *International Journal of Technology Marketing*, 11(1), pp. 24-38.

Scheiner, C. W., Baccarella, C. V., Feller, N., Voigt, K. I., & Bessant, J. (2016). Organisational and individual unlearning in identification and evaluation of technologies. *International Journal of Innovation Management*, 20(02), 1650017.

Scheiner, C. W., Baccarella, C. V., Bessant, J., & Voigt, K. I. (2015). Thinking patterns and gut feeling in technology identification and evaluation. *Technological Forecasting and Social Change*, 101, pp. 112-123.

Trefzger, T.; Rose, M.; Baccarella, C. V.; Voigt, K.-I. (2015). Streaming killed the download star! How the business model of streaming services revolutionizes music distribution. *Journal of Organizational Advancement, Strategic and Institutional Studies*, 7(1), pp. 29-39.

Baccarella, C. V., Scheiner, C. W., Trefzger, T. F., & Voigt, K. I. (2014). High-tech marketing communication in the automotive industry: a content analysis of print advertisements. *International Journal of Business Environment*, 6(4), 395-410.

Gerhard, D., Brem, A., Baccarella, C., & Voigt, K. I. (2011). Innovation management and marketing in the high-tech sector: A content analysis of advertisements. *International Journal of Management*, 28(1 Part 2).

Baccarella, C. V., Gerhard, D. A., & Voigt, K. I. (2010). Advertising for high-technology products in the product launch phase—a content-analysis. *International Journal of Engineering Management and Economics*, 1(4), 249-268.

Monographs

Baccarella, C. V. (2014): The perception and presentation of information in technology-related selection processes (Dissertation).

Book chapters

Baccarella C.V., Scheiner C.W., Diehlmann F. (2020). The Devil on the Entrepreneur's Shoulder: Analyzing the Relationship Between Moral Disengagement, Founders' Motives, and Unethical Behavior of Entrepreneurs on Social Media. In: Schjoedt, L., Brännback, M., Carsrud, A. (eds.) *Understanding Social Media and Entrepreneurship. Exploring Diversity in Entrepreneurship*. Springer, Cham.

Baccarella, C. V.; Bühner, R.; Eismann, T.; Voigt, K.-I. (2018). Crowdfunding als Basis zur Vorhersage von Technologietrends – Eine Analyse am Beispiel des 3D Drucks. In Gausemeier, J. (ed.): *Vorausschau und Technologieplanung*, HNI-Verlagsschriftenreihe, Berlin.

Scheiner, C.; Baccarella, C. V.; Hohnadl, S.; Voigt, K.-I. (2013). Embedded Systems in the Metropolitan Region Nuremberg. In Chobanov, G. and Plöhn, J. (eds.): *Crisis and Sustainability: Responses from Different Positions*. Frankfurt am Main: Peter Lang Verlag.

23 January 2026