

# Matthias A. Tietz, Ph.D.

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## Education

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- 2013 Ph.D. in Business Administration - Specialization in Entrepreneurship and Strategy  
Ivey Business School, Western University - Canada  
Dissertation Title: "*New Venture Creation Mode: Differences between Nascent Intrapreneurs and Nascent Entrepreneurs*"
- 2009 Master of Business Administration (MBA), Nanyang Business School - Singapore  
Double Degree Program with University of St.Gallen
- 2009 Master of Arts in Strategy and International Management, University of St.Gallen - Switzerland
- 2007 Bachelor of Arts in Business Administration, University of St.Gallen - Switzerland
- 2006 Exchange - Bachillerato de Administración y Contabilidad, Universidad del Pacífico - Perú

## Academic Positions

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- 09/2013 - present Assistant Professor of Entrepreneurship  
IE Business School, Madrid, Spain

## Research

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### peer reviewed articles

- Tietz, M.A. & Parker, S.C. (2014). Socially Responsible Behavior among Self-employed Small Business Owners  
*Journal of Small Business Economics*
- Beward, C. Beward, M. & Tietz, M.A. (2014) Springy Fields: An Entrepreneurs Dilemma  
*Case Research Journal*
- Tietz, M.A. & Parker, S.C. (2012). How do Intrapreneurs and Entrepreneurs differ in their Motivation to start a New Venture?  
*Frontiers of Entrepreneurship Research*

### articles under review at FT 50 Journals

- "Getting Your Hopes Up but Not Seeing Them Through. The Role of Different Types of Experience on Expectations and Persistence in the Startup Process" with Jose Lejarraga and Maud Pindard-Lejarraga (2nd R&R)
- "When Can Copycats Cash In?" with Yingzhu Fu

### working papers

- "Innovation Culture - The Voices of Employees" with Jay Rao and Matthew Wong
- "What sets Successful Corporate Ventures Apart? Corporate Involvement and Internal Corporate Venture Performance" with Simon C. Parker
- "Cognitive Frames of Corporate Sustainability as Indicators of Sustainable Entrepreneurship" with Sondos Abdelgawad and Martina Pasquini
- "Social Innovation - Combining Profits and Pro-Social Prowess" with Martina Pasquini and Sondos Abdelgawad

### practitioner publications

- Tietz, M.A. (2015). Intrapreneurs as Agents of Change  
*IE Handbook on Entrepreneurship*
- Tietz, M.A. & Parker, S.C. (2010). How Do You Capture Value from an Innovation?  
*Ivey Business Journal*, reprinted in the *Economist Intelligence Unit - Executive Briefing*, September 13th

## Conference Presentations

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- Fu, Y. & Tietz, M.A. (2016). New Venture Legitimacy and Investment Acquisition in the context of Business Model Imitation  
Academy of Management, Anaheim, CA, 2016 Aug 5-9th
- Abdelgawad, S.G., Pasquini, M. & Tietz, M.A. (2016) Cognitive Frames of Corporate Sustainability as Indicators of Sustainable Entrepreneurship  
Academy of Management, Anaheim, CA, 2016 Aug 5-9th
- Tietz, M.A., Lejarraga, J. & Pindard-Lejarraga, M. (2016). Getting your Hopes Up but Not Seeing Them Through. The Role of Different Types of Experience on Expectations and Persistence in the Startup Process  
Babson College Entrepreneurship Research Conference, Bodo, Norway, 2016 Jun 8-11th  
Academy of Management, Anaheim, CA, 2016 Aug 5-9th
- Fu, Y. & Tietz, M.A. (2015). Business Model Imitation and the Legitimacy of New Ventures in Emerging Economies  
Academy of Management, Vancouver, BC, 2015 Aug 7-11th

Babson College Entrepreneurship Research Conference, Boston, MA, 2015 Jun 10-13th  
Strategic Management Society Conference, Madrid, 2014 Sep 20-23rd

Tietz, M.A., Wong, M.A. (2015) Product Newness and Parent Culture: Implications for the Performance of Internal Corporate Ventures  
European Academy of Management, Warsaw, 2015 Jun 17-20th

Tietz, M.A., Wong, M.A. (2015) Combining Closeness and Culture: Parent-Venture Similarity and Performance in Internal Corporate Ventures  
Babson College Entrepreneurship Research Conference, Boston, MA, Jun 10-13th

Pindard-Lejarraga, M., Lejarraga, J. & Tietz, M.A. (2014). The Divergent Roles of Experience on Entrepreneurial Expectations and Outcomes  
Strategic Management Society Conference, Madrid, Sep 20-23rd

Tietz, M.A., Parker, S.C. & Anderson, B.S. (2014). Persistence of Intrapreneurs  
Babson College Entrepreneurship Research Conference, London, ON, 2014 Jun 4-7th  
Academy of Management, Philadelphia, PE, 2014 Aug 1-5th, *Best Paper Award from the Entrepreneurship Division*

Tietz, M.A. (2014). Starting Inside or Outside of Corporate Walls? Multiple Perspectives on the Venture Mode Choice  
Academy of Management, Philadelphia, PE, Aug 1-5th

Tietz, M.A. & Anderson, B.S. (2013). Who, What, and Where: Towards an Integrated Model of New Venture Creation and Venture Mode  
Academy of Management, Lake Buena Vista, FL, Aug 8-13th

Tietz, M.A. & Parker, S.C. (2013). Make it or break it: Start-Up and Abandonment Rates between Entrepreneurs and Intrapreneurs  
Great Lakes Entrepreneurship Network Conference, Columbus, OH, May 17-19th

Tietz, M.A. (2012). How do Intrapreneurs and Entrepreneurs differ in Speed and Sequencing of their Start-up Activities?  
ICSBGW, Global Entrepreneurship Conference, Washington DC, Oct 11-13th

Tietz, M.A. & Parker, S.C. (2012). Charitable Donations by Self-employed Small Business Owners  
Academy of Management, Boston, MA, Aug 3-7th

Tietz, M.A. (2012). What determines our Choice between Intrapreneurship and Entrepreneurship?  
Academy of Management, Boston, MA, Aug 3-7th  
*Best Student Paper Award from the Entrepreneurship Division*

Tietz, M.A. & Parker, S.C. (2012). How does Motivation influence the Selection of Intrapreneurs and Entrepreneurs?  
Babson College Entrepreneurship Research Conference, Fort Worth, TX, 2012 Jun 6-9th  
ICSBGW, Global Entrepreneurship Conference, Washington DC, 2011 Oct 6-8th

Tietz, M.A. (2012). Differences in Speed and Sequencing of New Venture Creation: Intrapreneurs vs. Entrepreneurs  
Babson College Entrepreneurship Research Conference, Fort Worth, TX, Jun 6-9th

Tietz, M.A. (2011). How Philanthropy and Entrepreneurship interplay to create Wealth.  
USASBE, Entrepreneurship Conference, Hilton Head Island, SC, Jan 13-15th

## Teaching Experience

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- 2015- Executive Education Seminar: Advanced Topics in Corporate Entrepreneurship  
Instructor: Designed and Delivered hands on Workshop for Executives
- 2013- PhD Seminar: Advanced Topics in Entrepreneurship  
Instructor: Designed and Delivered part of PhD Research Seminar, Teaching Evaluations: 4.88; 4.80 out of 5
- 2013- Executive MBA: Courses in Entrepreneurial Management  
Instructor: Designed and Delivered Courses based on Case Study Method, Teaching Evaluations: 4.28; 4.43; 4.70 out of 5
- 2013- Master in International Management: Workshops and Core Course in Entrepreneurship  
Instructor: Designed and Delivered Courses and Workshops, Teaching Evaluations: 4.02; 4.58; 3.82; 4.14 out of 5
- 2013- Master in Legal Studies: Course in Venture Lawyering  
Instructor: Designed and Delivered a New Course based on Case Study Methodology, Teaching Evaluation: 4.37; 4.50 out of 5
- 2013- Undergraduate Elective: Generating Business Value from New Technologies  
Instructor: Designed and Delivered a New Course based on Case Study Methodology, Teaching Evaluation: 4.28; 4.70 out of 5
- 2012 Executive Education in Strategy and Entrepreneurship, Skopje, Macedonia  
Instructor: Designed and Delivered Full Course based on Ivey Case Study Methodology, Teaching Evaluation: 6.65 out of 7
- 2011 Ivey MSc Class Entrepreneurship & Growth  
Guest Lecturer: "Conflict over Leadership and Succession in a Successful Family Business: The Lakkard Leather Company"  
Teaching Assistant: Contribution Assessment and Grading
- 2010 Ivey HBA Class New Venture Creation  
Teaching Assistant: Contribution Assessment and Grading, Teaching Assistant Certificate
- 2009 Executive Education for Sulzer Shanghai, China  
Instructor: Design and Delivery of Executive Education Seminars on Communication, Motivation, Delegation

## Cases

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Tietz, M.A. (2016). Rosch Innovations - Preparing the biggest IPO ever

Case Study and Teaching Note published with Ivey Publishing (9B16M131)

Tietz, M.A. & Calderon, S.D. (2015). Mi Tiendecita de Moda - Selling Fashion through Facebook in Peru  
Case Study and Teaching Note published with Ivey Publishing (9B15M065)

Tietz, M.A. (2011). Conflict over Leadership and Succession in a Successful Family Business: The Lakkard Leather Company  
Case Study and Teaching Note with Simon C. Parker published with Ivey Publishing (9B11M043)

Tietz, M.A. (2009). Living Entrepreneurship at Brenner GmbH. Case Study for the Successful Transgenerational  
Entrepreneurial Practices (STEP) International Research Project at CFB-HSG, University of St.Gallen, Switzerland

Tietz, M.A. (2009). 100 years of Dahmen GmbH. Case Study for the Successful Transgenerational  
Entrepreneurial Practices (STEP) International Research Project at CFB-HSG, University of St.Gallen, Switzerland

Senn, Ch. & Tietz, M.A. (2008). Global Customer Solutions at DHL. Case Study for Executive Education at the Institute  
of International Management and the Account Management Center, Zurich, Switzerland

Tietz, M.A. & Zellweger, T. (2008). Case Study Anton GmbH: Transgenerational Entrepreneurship. CFB-HSG,  
University of St.Gallen, Switzerland - prepared for Master Level seminar at Stockholm School of Economics

Tietz, M.A. & Napolitano, L. (2007). Driving Customer-Centricity at Henkel. Case Study for Executive MBA seminar at  
Columbia Business School and the Account Management Center, Zurich, Switzerland

### **Invited Key Note Speeches & Presentations**

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- 2015 Tietz, M.A. (2015). The Power of Kindness - Invited Key Note Speaker  
Graduation Ceremony - INDEG-IUL ISCTE Executive Education, Lisbon, Portugal, Nov 30th
- 2015 Tietz, M.A. (2015). Shared Visions - Invited Key Note Speaker  
Doctoral Symposium - IE Business School, Madrid, Spain, April 24th
- 2014 Tietz, M.A. (2014). Myths and Truth about the Academic Job Market - Invited Keynote Speaker  
Doctoral Symposium - IE Business School, Madrid, Spain, April 4th
- 2014 Tietz, M.A. (2014). Entrepreneurship and Venture Capital - Invited Panel Discussion  
Entrepreneurship and VC Day - Executive Education Program - IE Business School, Madrid, Spain, May 17th
- 2012 Tietz, M.A. (2012). Marketing strategies for entrepreneurs (in Spanish), Invited Presentation  
Pontificia Universidad Católica del Perú, Faculty of Communications, Lima, Peru, Oct 21st
- 2011 Tietz, M.A. (2011). Entrepreneurship at your University (in Spanish), Invited Key Note Speech  
13th Anniversary, Universidad Continental, Huancayo, Perú, June 29th
- 2011 Tietz, M.A. (2011). Planning is key, not the plan (in Spanish), Invited Presentation  
Universidad Continental, Huancayo, Perú, June 30th
- 2010 Invited Judge Ivey-Ross Conference and International Case Competition, March 27th
- 2009 Successful Transgenerational Entrepreneurial Practice (STEP), Project Collaborator  
Center for Family Business, University of St.Gallen, Switzerland

### **Service**

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- Course Coordinator Entrepreneurship - Master of International Management - IE Business School 2016
- President of Final Projects Evaluation Committee - Executive MBA - IE Business School 2015
- Executive MBA & Master of Int. Management - Curriculum Coordination - IE Business School 2015
- Final Master Project Tribunal - Invited Judge - IE Business School 2014; 2015
- International MBA Launch Workshop Redesign - IE Business School 2014
- Session Chair - Academy of Management Annual Meeting 2013, 2016
- Preferred Reviewer - Entrepreneurship Theory and Practice (ET&P)
- Ad-hoc Reviewer - Journal of Small Business Management (JSBM)
- Ad-hoc Reviewer - Business Ethics Quarterly (BEQ)
- Ad-hoc Reviewer - Small Business Economics (SBEJ)
- Ad-hoc Reviewer - International Journal of Entrepreneurship and Small Business (IJESB)
- Ad-hoc Reviewer - AOM, BCERC, ICSB, and USASBE Conferences
- Vice President Academics - PhD Association Ivey Business School
- Research Seminar Organizer - Entrepreneurship Cross-Enterprise Leadership Center
- Student Group Mentor - Ivey New Venture Creation Project 2012 and 2013
- Research Associate - Ivey Entrepreneurs Index Pierre L. Morrissette Institute for Entrepreneurship

### **Honors/Awards/Grants**

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- Best Teacher Recognition - IE University, 2016 for the course

Generating Business Value from New Technologies

Outstanding Teacher Recognition - IE Business School, 2015 for the course Executive MBA, Entrepreneurial Management

Research Grant by the Ministry of the Economy in Spain, 2015 for the proposal "Emprendimientos Internos de la Empresa y la Creacion de Valor Compartido"

Best Paper Award - Academy of Management Annual Meeting 2014, for the paper "Persistence of Intrapreneurs" with Simon C. Parker and Brian S. Anderson

Research Grant by the Social Science Research Council of Canada, 2013 for the proposal "How do Organizations Respond to Changes in the Regulatory Environment"

Outstanding Student Paper Award - Academy of Management Annual Meeting 2012, for the paper "Charitable Donations by Self-employed Business Owners" with Simon C. Parker

Doctoral Consortium Fellow - Babson College Entrepreneurship Research Conference 2012

Doctoral Consortium Fellow - Academy of Management Entrepreneurship Division 2012

PhD Fellowship of the Pierre L. Morrissette Institute for Entrepreneurship at Ivey Business School

Recipient of Al Mikalachki PhD Research Fund

PhD Fellowship Plan for Excellence at Western University

Scholarship of the German Academic Exchange Service

Scholarship of the University of St.Gallen

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## Professional Memberships

Academy of Management - Entrepreneurship and Strategy Divisions

ICSB - International Council for Small Business

USASBE - United States Association of Small Business and Entrepreneurship

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## Practitioner Experience

04/2006 - present	Entrepreneur at MAT Solutions - Strategy & Venture Consulting Succession Planning, Launch Management, Turnaround Management
05/2009-08/2009	Sulzer Shanghai - HR Consulting and Executive Education Designed Executive Education Course on Communication, Motivation, Team Leadership
02/2008-02/2009	Institute for Interantional Management and Account Management Center - Zurich, Switzerland Case Study Writing (Henkel and DHL cases)
06/2007-09/2007	Procter&Gamble - Financial Analyst in Corporate Finance, CEEMEA HQ - Geneva, Switzerland Price Sensitivity Analysis, Competitive Analysis, Forecasting Models, Consolidation of Regional P&L

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## Personal

Languages: German - Mother tongue, English - fluent, Spanish - fluent

Traveling

Sports: Jogging, Diving, Climbing, Badminton, Salsa Dancing, Handball - Coaching "C-License"

Pro Bono Consulting: Perú

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## References

Prof. Simon C. Parker (Dissertation Chair)  
Director, Entrepreneurship Cross-Enterprise Centre  
MBA '80 Professor in Entrepreneurship  
Ivey Business School, Western University  
Phone: 519-661-3861  
Email: sparker@ivey.ca

Prof. Eric A. Morse  
Executive Director, Pierre L. Morrissette Institute for Entrepreneurship  
Professor of Entrepreneurship  
Ivey Business School, Western University  
Phone: 519-661-4220  
Email: emorse@ivey.ca

Prof. Brian S. Anderson  
Assistant Professor & Ph.D. Program Director  
Bloch School of Management, University of Missouri Kansas City  
Email: andersonbri@umkc.edu