

# AWAKENING THE MANAGEMENT OF COWORKING SPACES

**Ricarda B. Bouncken**

Editor



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EDITED BY

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# About the Contributors

## 1.1 The Hierda-Team

**Daniel Baier** is Full Professor of Marketing and Innovation Management at the University of Bayreuth, Germany. He received his PhD and his *venia legendi* in Marketing-oriented Product Development from the University of Karlsruhe. His works have appeared in *Journal of Econometrics*, *Annals of Operations Research*, *Zeitschrift für betriebswirtschaftliche Forschung (zfbf)*, and *Zeitschrift für Betriebswirtschaftslehre*, *Marketing ZFP*. His current research focuses on market-oriented development of innovative products and services, innovation management in networks as well as data analysis, statistics, and operations research. He teaches marketing and innovation management to bachelor and master students in economics and industrial engineering, as well as PhD students and executives. He was Sub-project Manager for the coworking project *Hierda*.

**Ricarda B. Bouncken** is Full Professor and Head of Chair for Strategic Management and Organization, University of Bayreuth. Her research focuses on alliances, specifically with the challenges of collaboration-competition “coopetition,” on innovative forms and spaces of work, for example, coworking spaces, and on mastering diversities (culture, perspectives, functional background, digital intelligences, and routines) within and among organizations. These perspectives are used to research challenges in the modern world, as for business model innovation and digital transformation and innovation. She was the Project Manager and Head of the coworking project *Hierda*.

**Till Marius Gantert** is Research Assistant and PhD student at the Chair of Strategic Management and Organization at the University of Bayreuth. Since 2019, his research focused on new business models, especially in the context of the ongoing digitalization. Additionally, he evaluates the influence of the digitalization on established organizational structures and the concomitant change thereof. He was a part-time member of the *Hierda* team.

**Lars Görmar** studied Business Administration at the Georg-August-University Göttingen and the Philipps-University Marburg. Since 2017, he is a Research Assistant and a PhD candidate at the Chair for Strategic Management and Organization at the University of Bayreuth. In his research, he investigates the design and orientation of coworking spaces as innovation hubs and the centralized,



decentralized work in times of digitalization. In this context, he also explored innovation driving (organizational) structures. He was a member of the *Hierda* team.

**Cristopher Siegfried Kopplin** is a Doctoral student at the Chair of Marketing and Innovation, University of Bayreuth, Germany. After receiving his Master of Science degree in Business Administration, he has published works in *Archives of Data Science Series A*, *Transportation Research Part D Transport and Environment 91*, *Journal of Knowledge Management*, *Journal of Cleaner Production*, and *Review of Managerial Science*. His research focuses on user acceptance and performance effects of software applications in coworking spaces.

**Alexandra Rese** is Associate Professor at the Chair of Marketing and Innovation at the University of Bayreuth, Germany. She completed her dissertation in Sociology and Entrepreneurship at the University of Karlsruhe and her habilitation in Business Administration at Brandenburg University of Technology Cottbus-Senftenberg. Her works have appeared in journals such as *R&D Management*, *Creativity and Innovation Management*, *International Journal of Innovation Management*, *Review of Managerial Science*, *Journal of Knowledge Management*, *Technological Forecasting and Social Change*, *Research Policy*, *Computers in Human Behavior*, *Journal of Retailing and Consumer Services*, and *Journal of Marketing Management*. Her current research focuses on the acceptance of innovative applications in retailing, for example augmented reality or chatbots, as well as abilities and roles in innovation management. She was a member of the *Hierda* team.

## 1.2 External Experts

**Muhammad Mahmood Aslam** completed his Doctorate at the Chair of Strategic Management and Organization, University of Bayreuth, Germany, and was a member of the *Hierda* team. Before that, he did his Masters in Entrepreneurship and SMEs Management from Government College University, Lahore, Pakistan. His research interests involve structures, processes, and potentials in contemporary forms of organizations, especially shared workspaces. Specifically, he focused on permeability and sociomateriality to explain processes such as interaction and collaboration, knowledge exchange, creativity, and legitimacy building in coworking spaces. His research has been published in well-renowned journals including *European Management Journal*, *International Journal of Entrepreneurial and Behavioural Research*, *Journal of Knowledge Management*, and *Business Horizons*. He is also working as Deputy Director (General Cadre) in a premier urban planning and development government agency in Lahore, Pakistan.

**Angelika Donhauser**, Dipl. Ing. Innenarchitekt (FH), has more than 20 years of professional experience in various fields of interior design and is a Lecturer at the Coburg University of Applied Sciences. During the last 15 years, her personal planning focus has been in the area of “New Working Environments.” She accompanied various large international companies in the design of office spaces.

For these projects, she has received numerous design awards in the function as Head of Design for the Landau & Kindelbacher office. Since 2019, she has been managing the Kinzo Berlin office in Munich. Kinzo stands out as a professional specialist for user-oriented design of working environments. She has been teaching the subjects of project management and construction law since 2018 and regularly lectures on “New Working Worlds.”

**Nikolas Müller**, Dr.-Ing. Architect, is director of the interdisciplinary Track at EBS European Business School. He studied Architecture at TU Darmstadt, TU Delft, ETH Zürich, and Architectural Design Management Systems (technical and building process management) at TU Eindhoven. He holds a Ph.D. in Urban Sociology from TU Berlin and has several years of experience in consulting projects, research projects, and interdisciplinary real estate education. Next to freelance multi-layer research in combination with strategy consultancy for real estate companies, he is a member of the editorial board of the German Journal of Real Estate Research. With his cross-disciplinary background, he has a passion for user-centered design, digitalization and innovative business models.

**Mark Nicholas Phillips** is Full Professor for experimental space in the research field of design and architecture at the Coburg University of Applied Sciences and Arts since 2012. His research focus is on material and esthetics, especially in the context of new work environment. He has more than 20 years of practical and academic experience in the field of interior architecture, including planning and implementation of different office concepts with varying partners and customers.

**Markus Urban**, M.A. Architecture, is a PhD candidate at the University College London, where he researches Hybrid Workspaces. He has extensive experience in workplace design, consulting and change management. He works with global organizations to help them better understand and fulfil the needs of their employees and has led software-development projects to create next-generation workplaces. His practical and academic work is the fundamental backbone of Eviday, an Employee and Workplace Experience start-up he founded in 2019.