

# KATHARINA GREVE

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## EDUCATION

10/2014 – 03/2018  
(Expected)

**University of Cambridge**, Cambridge/UK

*PhD in Engineering – Supervisors: Prof Andy Neely & Dr Veronica Martinez*

Doctoral Thesis: "*Facilitating Co-creation in Living Labs*"

Taking an innovative approach, the views of key stakeholders in the co-creation process are studied to understand how co-creation can be facilitated in living labs. From a theoretical point of view, this study offers in-depth insights into the co-creation process from three different perspectives: (i) the living lab facilitator, (ii) the company, and (iii) the customer. Findings also contribute to practice by creating first insights into the operational activities, design structures and data collection approaches of a living lab. A framework of critical co-creation elements outlines how companies can involve customers in their innovation process through the use of living labs.

- Observations and qualitative in-depth interviews with companies, customers, as well as managers, researchers and operational staff of a living lab.
- Qualitative analysis through data coding and triangulation.
- Comprehensive literature review: systematic and narrative methods.
- Progress Report by Supervisor: 8 out of 8 times "Excellent" (Scale: 6/6).

10/2013 – 09/2014

**London School of Economics and Political Science**, London/UK

*MSc Management, Organisations and Governance*

- Degree Classification: Distinction.
- Master Thesis: "*E-learning in the Banking and Financial Services Industry: Adoption, Practice and Assessment*" (Distinction).
- The thesis was conducted as consulting project to Bloomberg LP.

09/2010 – 06/2013

**University of Greenwich**, London/UK

*BA Hons International Business, Specialisation in Economics*

- Degree Classification: First Class – top 5% of the graduating class.
- Bachelor Thesis: "*Competence Barriers to Innovation: A study on German SMEs*" (First Class).
- The thesis was selected to be published in the University journal "The Beagle".

## AWARDS AND PRIZES

2017, 2016

**Newnham College Research and Travel Award (£1,000).**

Wrote proposal and secured funding independently.

2016

**Newnham College Continuing Research Studentship (£500).**

Wrote proposal and secured funding independently.

2014

**EPSRC Industrial CASE (£67,000).**

Awarded a competitive PhD studentship for 3.5 years full support.

2013

**London School of Economics Scholarship (£6,000).**

Awarded postgraduate course funding for one academic year.

2013

**Tessa Blackstone Prize (£200).**

Awarded for outstanding volunteering at the University of Greenwich.

2010

**HSBC Essay Competition.**

Finalist in essay competition for undergraduate students.

## KEY SKILLS

- Research Skills**
- Qualitative research methods: Advanced.
  - Social Network Analysis: Introductory.
  - Narrative and systematic literature review.
  - Research software: NVivo, Ucinet and Netdraw.
- Collaboration & Network building**
- Developed research partnership with the Chair of Information Systems II at Friedrich-Alexander University Erlangen-Nürnberg.
  - Established partnership and access to data from Fraunhofer IIS - Center for Applied Research on Supply Chain Services SCS and JOSEPHS – The Service Manufactory in Nuremberg/Germany.
- Teaching**
- Completed training to supervise undergraduate students.
  - Conducted lectures on “*Co-creation in Living Labs*” (postgraduate teaching).
  - Delivered seminars and individual supervisions on “*Business, Government & Technology in Emerging Markets*” (postgraduate teaching).
  - Independently prepared course material for postgraduate lectures and seminars.
  - Designed student evaluation for “*Business, Government & Technology in Emerging Markets*” supervisions and seminars. Performance was assessed on a scale from 1-5 (poor to very good): Result 4.42 (average) / 5 (median).
- Reviews**
- Reviewer for European Academy of Management (EURAM) 2017.
  - Reviewer for Wirtschaftsinformatik (WI) 2017.

## PUBLICATIONS AND CONFERENCE PRESENTATIONS

- In progress Greve, K., Martinez, V., Jonas, J., Neely, A. and Moeslein, K. “*Managing co-creation in living labs: The JOSEPHS study*”. Target journal: Journal of Product Innovation Management (Impact Factor: 3.759).
- In progress Greve, K. and De Vita, R. „*A Bibliometric Review of Living Labs: Setting a Research Agenda*“. Target journal: Product Innovation Management (Impact Factor: 3.759).
- 07/2017 Greve K., Martinez, V. and Neely A. (2017). “*Bridging the Co-creation Gap between Customers, Companies and Living Lab*”. 24<sup>th</sup> European Operations Management Association (EurOMA) Annual Conference 2017 in Edinburgh/Scotland.
- 01/2017 Greve, K., Martinez, V., Jonas, J. and Neely, A. (2017). “*Facilitating Co-creation in Living Labs: The Customer Perspective*”. 9<sup>th</sup> European Service Operations Management (SOM) Forum in Copenhagen/Denmark.
- 06/2016 Greve K., Martinez V., Jonas J., Neely A. and Moeslein K. (2016). “*Managing co-creation in open innovation labs: The JOSEPHS’ lab study*”. 23<sup>rd</sup> European Operations Management Association (EurOMA) Annual Conference 2016 in Trondheim/Norway.
- 12/2015 Greve K., Martinez V. and Neely, A. (2015). “*Exploring service co-creation in living labs: A systematic literature review*”. 8<sup>th</sup> European Service Operations Management (SOM) Forum in Nuremberg/Germany
- 06/2014 Greve, K. (2014). “*Competence Barriers to Innovation: The Case of German SMEs*”. The Beagle: A Journal of Student Research and Enterprise, 2 (2).

## PRESENTATIONS AND MEDIA ENGAGEMENT

09/2017	Greve, K. (2016). <i>“Bridging the Co-creation Gap between Customers, Companies and Living Lab”</i> , <b>Webinar</b> available on Cambridge Service Alliance website.
07/2017	Greve, K. (2017). <i>“10 myths about co-creation”</i> , <b>Article</b> available on IfM website.
07/2017	Greve, K. (2017). <i>“Engaging in co-creation to reduce the risks of new product and service development”</i> , <b>Presentation</b> at the Community of Interest (COI) meeting, a quarterly event for Cambridge Service Alliance partner companies.
10/2016	Greve, K. (2016). <i>“Facilitating Co-creation in Living Labs: The JOSEPHS study”</i> . <b>Poster</b> presented at Cambridge Service.
08/2016	Greve, K. and Martinez, V. (2016). <i>“Harnessing the Power of Innovation on Offer in Living Labs for Your Company”</i> , <b>Podcast</b> available on Cambridge Service Alliance website.
07/2016	Greve, K. (2016). <i>“Facilitating Co-creation in Living Labs: The JOSEPHS study”</i> , <b>Webinar</b> specifically aimed at policy makers.
07/2016	Greve, K. (2016) <i>“Harnessing the power of innovation through living labs”</i> , <b>Blog</b> available on Cambridge Service Alliance website.
06/2016	Greve, K. (2016) <i>“Facilitating Co-Creation in Living Labs - The JOSEPHS Study”</i> , <b>Webinar</b> available on Cambridge Service Alliance website.
06/2016	Greve, K. (2016). <i>“Facilitating Co-creation in Living Labs: The JOSEPHS Study”</i> , <b>Presentation</b> to Fraunhofer Center for Applied Research for Supply Chain Services (SCS), the Chair of Information Systems at Friedrich-Alexander-University Erlangen-Nuremberg, and JOSEPHS' staff.
04/2016	Greve, K. (2016). <i>“Service Co-creation in Living Labs: Innovating with the user, for the user.”</i> , <b>Presentation</b> to the Head of the Policy Lab - Government Innovation Group in the Cabinet Office.
02/2016	Greve, K. (2016). <i>“Service Co-creation in Living Labs: Innovating with the user, for the user.”</i> , <b>Poster</b> presented at the University of Oxford, Lady Margaret Hall Research Symposium, Oxford/ UK.
11/2015	Greve, K. (2015). <i>“Service Co-creation in Living Labs”</i> , <b>Presentation</b> to Policy Officers at the European Commission.
10/2015	Greve, K. (2015) <i>“Service Co-creation in Living Labs: Innovating with the user, for the user.”</i> , <b>Presentation</b> and <b>poster</b> presentation at Cambridge Service Week.

## TEACHING EXPERIENCE AND ACADEMIC SUPPORT

02/2017 – 04/2017	<p><b>University of Cambridge, Judge Business School, Cambridge/UK</b>  <i>Teaching Assistant - “Business, Government &amp; Technology in Emerging Markets”</i></p> <ul style="list-style-type: none"> <li>▪ Led supervisions for +40 postgraduate students.</li> <li>▪ Designed course material, contents, structure, and student evaluation form.</li> </ul>
05/2017	<p><b>Carlo Cattaneo University, Castellanza/Italy</b>  <i>Visiting Lecturer – “Company Networks, Management and Design”</i></p> <ul style="list-style-type: none"> <li>▪ Led seminar for +20 postgraduate students on <i>“Co-creation in Living Labs: An Interorganizational Perspective”</i>.</li> <li>▪ Designed contents, structure and group work.</li> </ul>
2017, 2016, 2015	<p><b>University of Cambridge, Engineering Department, Cambridge/UK</b>  <i>Academic Support - „IA Engineer in Society”</i></p> <ul style="list-style-type: none"> <li>▪ Coordinated 12 markers correcting 322 undergraduate essays in 2015</li> <li>▪ Marked +60 undergraduate coursework.</li> </ul>
02/2016	<p><b>University of Cambridge, Institute for Manufacturing, Cambridge/UK</b>  <i>Academic Support – Manufacturing Engineering Tripos (MET)</i></p> <ul style="list-style-type: none"> <li>▪ Assisted running a <i>“Production Game”</i> for undergraduate students.</li> </ul>

## COMMUNITY INVOLVEMENT

- 02/2016 – 07/2017 **University of Cambridge, Institute for Manufacturing, Cambridge/UK**  
*Institute for Manufacturing Departmental (IfM) Committee Representative*
- Represented about 100 IfM PhD students at department level, sit on Graduate Teaching Committee.
  - Organised regular academic and social events such as “Grant proposal writing” workshop for PhD students, Post docs and early career researchers.
  - Managed annual budget and resources in collaboration with divisional administrator.
- 2017, 2016 **University of Cambridge, Institute for Manufacturing, Cambridge/UK**  
*Cambridge Service Alliance Internal Conference Organiser*
- Organised annual conference for research team.
  - Prepared and communicated conference agenda, coordinated abstract submissions, and organised catering arrangements for conference day.
- 2016, 2015 **University of Cambridge, Institute for Manufacturing, Cambridge/UK**  
*Cambridge Service Week Co-organiser*
- Organised and coordinated poster presentations for industry conference day.
  - Prepared research poster templates and edited poster submissions.
- 2015 **University of Cambridge, Institute for Manufacturing, Cambridge/UK**  
*IfM First Year PhD Student Conference Co-organiser*
- Coordinated and performed organizational as well as administrative tasks.
  - Acted as main point of contact and took overall responsibility for the conference.

## EXTRACURRICULAR ACTIVITIES

- 10/2014 – 03/2017 **University of Cambridge, Graduate Union, Cambridge/UK**  
*Head of Publicity*
- 10/2015 – 11/2015 **University of Cambridge, Graduate Union, Cambridge/UK**  
*Elections Committee Member*
- 10/2014 – 10/2015 **University of Cambridge, Newnham College MCR, Cambridge/UK**  
*External Officer*
- 10/2013 – 09/2014 **London School of Economics and Political Science, London/UK**  
*MSc Programme Representative*
- 10/2012 – 09/2014 **Bloomberg LP, London/UK,**  
*BAT Campus Ambassador and Team Leader at the University of Greenwich*  
*BAT Campus Ambassador at the London School of Economics and Political Science*  
*BAT UK Country Ambassador*
- 11/2012 – 06/2013 **University of Greenwich, Students' Union, London/UK**  
*Business School Officer (Elected amongst School Representatives)*
- 05/2012 – 06/2013 **University of Greenwich, Students' Union, London/UK**  
*President of the Economics and Business Society*
- 09/2012 – 11/2012 **University of Greenwich, Students' Union, London/UK**  
*Societies' Representative*

## CAREER AND SKILLS DEVELOPMENT

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| 2017 | <ul style="list-style-type: none"><li>▪ SRHE Professional Development Programme: "An Introduction to Systematic Review Methodology"</li><li>▪ 16th EurOMA Doctoral Seminar "Research Results in Operations Management". The seminar is worth 3 ECTS credits.</li><li>▪ Grant proposal writing seminar.</li></ul>   |
| 2016 | <ul style="list-style-type: none"><li>▪ 15th EurOMA Doctoral Seminar "Research Design in Operations Management". The seminar is worth 3 ECTS credits.</li><li>▪ Engineering: Systems supporting research workshop.</li></ul>   |
| 2015 | <ul style="list-style-type: none"><li>▪ "Come fly with me" - improve research impact with Twitter.</li><li>▪ Promoting Yourself and Your Ideas.</li><li>▪ Getting the Most out of Conferences.</li><li>▪ Writing: Poster presentations.</li><li>▪ Being Strategic: Getting Others Interested in Your Research.</li><li>▪ Presentation Skills: With One-to-One Feedback.</li><li>▪ Seminar: What makes a good PI?</li><li>▪ Skills Analysis One-to-One.</li></ul> |
| 2014 | <ul style="list-style-type: none"><li>▪ Bloomberg Essentials Training Programme: Fixed Income Essentials, Sales and Terminal Training at Bloomberg Office in London.</li></ul>   |

## LANGUAGE SKILLS

German	Native
English	Fluent
Spanish	Basic
French	Basic

## INTERESTS

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|------------------------|--|
| Sport and Volunteering | <ul style="list-style-type: none"><li>▪ Climbed Mt. Kilimanjaro (5,895m) and raised £3,100 for the charity "Hope for Children" (September 2015).</li><li>▪ Volunteered at the German School and Kindergarden in Shanghai/China (June 2011).</li><li>▪ Captain of women's football team (2006, 2010, 2011).</li><li>▪ Award for the best football team in the district Hildesheim (2006, 2009).</li><li>▪ Coach of C-Juniors under 14 years girls football team SV Bockenem (2006).</li></ul> |
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References available upon request