

# Dr. Stefan Bauer



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📅 January 30<sup>th</sup>, 1984  
🌐 Austria

## Work Experience

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- 01/2019 – ongoing      **Innovation School Director**  
Talent Garden AT GmbH  
Initiation of new projects and managing the launch in Austria.
- 08/2017 – 01/2019      **Head of User Experience (Digital Banking Platform)**  
09/2016 – 07/2017      **Digital Strategist**  
BAWAG P.S.K.  
Leading the UX team (8 FTE) in an agile platform development process. Person in charge for FinTech partnerships. Responsible for customer journey mapping, prototyping, app design, and user experience research. Developing digital strategies for the management board. Evaluating digital banking innovation and organizing innovation events.
- 09/2016 – present      **Lecturer eBusiness, IT Quality Management; Management Consulting (Part Time)**  
FH Technikum Wien, Lauder Business School, FH Wiener Neustadt  
Creating all course materials from scratch and teaching ‘eBusiness’ (5 ECTS, Information systems master program), ‘IT Quality Management’ (3 ECTS) and ‘Management Consulting’ (3 ECTS). Supervision of Master thesis (Informatics, Information systems, Banking).
- 04/2011 – 08/2016      **Research and Teaching Associate**  
Vienna University of Economics and Business (WU)  
Conducting research projects (e.g. Corporate Accelerators, Digital Innovation). Teaching courses. Organization of the International Conference on IRM 2012. Managing of Institutes’ industry partners.
- 06/2013 – 05/2015      **Elected Chairman (Part Time)**  
Student agency of doctoral students  
Organizing networking events, handling enquiries of doctoral students.
- 11/2011 – 05/2013      **Assistant to Clubs’ President and Secretary (Part Time)**  
Rotary Club Wien-Stephansplatz  
Writing reports, planning of events, publishing articles on intranet, communication.
- 10/2010 – 01/2011      **Research and Teaching Assistant (Part Time)**  
02/2010 – 06/2010      University of Vienna  
Support of institutes’ staff in research and teaching.
- 09/2009 – 02/2010      **Employee balance sheet analysis (Part Time)**  
VB Management Beratung GmbH  
Rebooking balance sheets and conducting ratings.
- 08/2009      **Internship International Trade**  
Austrian Trade Commission London, Wirtschaftskammer Österreich  
Working on enquiries from Austrian and UK companies.
- 2002 – 2011      **Assistant to CEO (Part Time & Internships)**  
Bäckerei Karl Bauer GmbH  
Various roles (Webmaster, Facebook marketing, accounting, logistics, answering enquiries, customer service).

## Education

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04/2011 – 03/2016	<b>Information Systems</b> (Doctoral Study) Vienna University of Economics and Business Dissertation in Information Systems Management.
10/2006 – 01/2011	<b>Business Administration</b> (Bachelor & Master Study) University of Vienna Bachelor in General Management Master Program in E-Business, Controlling and Strategic Management.
10/2005 – 01/2012	<b>Sociology</b> (Diploma Study) University of Vienna Diploma program in Economic Sociology and Industrial Relations.

## Certifications and Awards

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06/2018	<b>Special Award for Research</b> <i>WU Vienna, Department of IS &amp; Operations</i>
01/2014	<b>Department Performance Award</b> <i>WU Vienna, Department of IS &amp; Operations</i>
12/2012	<b>ERSTE Bank Prize for Research in CEE 2012</b> <i>WU Vienna</i> (research grant € 17.880)
03/2012	Junior <b>Project Manager Certification Level D</b> <i>IPMA</i>
2011	<b>Sustainability Challenge</b> <i>INEX</i> .
2010	<b>Merit-based Scholarship</b> <i>University of Vienna</i> (Ranking #1 in Business Administration)

## Language Skills

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Mother Tongue	German
Business Fluent C1	English
Basic knowledge A1	Czech, French, Spanish

## Computer Skills

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Excellent knowledge	MS Office (Word, Excel, PowerPoint), SPSS 20, Smart PLS 3, SAP R3, HTML, CMS (Wordpress, Joomla), NVIVO, basic programming knowledge.
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## Teaching Experience (Bachelor and Master level)

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eBusiness (2 semester WS 2016/17) – FH Technikum Wien & HSE Moscow (SS2018)  
B2C E-Commerce (4 semesters WS 2011/12, SS 2012, WS 2012/13, SS 2013) – WU  
IS Project Management (10 semesters, from WS 2011/12) – WU  
IS Accountability and Performance Management II (3 semesters, WS 2013/14) – WU  
Research Seminar on Information Management and Control (5 semesters, from SS 2014) – WU  
IS Project Management (Master level) - University of Economics Prague 2012 & 2013  
IS Enterprise Architecture (Master level) - Aarhus University 2014  
Co-Supervision of Student Thesis (30 Bachelor Thesis; 10 Master Thesis) – WU  
IT Quality Management (Master level, from WS 2018) – FH Wiener Neustadt  
Management Consultancy (Master level, from WS 2018) – Lauder Business School  
Supervision of Student Master Thesis – FH Technikum, FH Wiener Neustadt, Lauder Business School

## Journal Publications

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Bauer, S., Bernroider, E. W. N. 2017. From Information Security Awareness to Reasoned Compliant Action: Analyzing Information Security Policy Compliance in a Large Banking Organization. *The Data Base for Advances in Information Systems*, Vo. 48, No. 3: pp. 44-68,

Bauer, S., Bernroider, E. W. N., Chudzikowski, K. 2017. Prevention is better than cure! Designing information security awareness programs to overcome users' non-compliance with information security policies in banks, In *Computers & Security*, Vo. 68, pp. 145-159, ISSN 0167-4048

## Work in Progress

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Bauer, S., Obwegeser, N., Beretta, M. 2018. Managing Temporary, Collaborative Innovation Contests: An Exploration of Hackathons. Submitted to *The creativity and innovation management journal (Special Issue)*.

Bauer, S., Chen, X. 2018. User Perceptions on Blockchain Use Cases: A Mixed Methods Study. *Will be submitted to Electronic Markets - The International Journal on Networked Business (Special Issue)*.

Bauer, S., Tinoco-Lobo, A. 2018. Utilization of a Conversational Interface in the Context of Mobile Banking. *Will be submitted to Information Systems and e-Business Management*.

## Selected Contributions in Conference Proceedings

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Bauer, S., Obwegeser, N., Avdagic, Z. 2016. Corporate Accelerators: Transferring Technology Innovation to Incumbent Companies. In *The 10<sup>th</sup> Mediterranean Conference on Information Systems (MCIS 2016)*, Hrsg. University of Nicosia.

Obwegeser, N., Bauer, S., 2016. Digital innovation and the becoming of an organizational identity, in: *International Conference on HCI in Business, Government and Organizations*. Springer, pp. 556–564.

Bauer, S., Chudzikowski, K. 2015. Mind the Threat! A Qualitative Case Study on Managing Information Security Awareness Programs in Central and Eastern European Banks. In *Proceedings of the Americas Conference on Information Systems (AMCIS)*, Hrsg. Allen Lee, Puerto Rico.

Bauer, S., Bernroider, E. W. N. 2015. The Effects of Awareness Programs on Information Security in Banks: The Roles of Protection Motivation and Monitoring. In *Lecture Notes in Computer Science (LNCS), Human Aspects of Information Security, Privacy, and Trust*, 154-164, Hrsg. Los Angeles.

Brauer, C., Bauer, S., Hauptmann, J. 2014. Importance, Use and Organizational Assignment of Web Analytics for Social Economy Organizations in Austria. In *International Conference on Analytics Driven Solutions ICAS 2014*, Hrsg. Dr. Eduardo Rodriguez and Dr. Greg Richards, 1-10. Ottawa: Academic Publishing Limited.

Bauer, S., Bernroider, E. W. N. 2014. An Analysis of the Combined Influences of Neutralization and Planned Behavior on Desirable Information Security Behavior. In *Proceedings of the 13th Annual Security Conference*, Hrsg. Gurpreet Dhillon, 1-12. Las Vegas.

## Practical Impact of Research

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Production of an innovative Information Security Awareness Video for Volksbank AG.

Main tasks: development of film screen, main actor of the play, project management.

<http://player.vimeo.com/video/105136681> (1,167 clicks from 600 employees in three weeks)

May 23<sup>rd</sup>, 2019; Vienna



Stefan Bauer