



Dr. René Bohnsack

Academic Employment

2015 - Present	Assistant Professor of Strategy and Innovation <i>Universidade Catolica Portuguesa</i> Catolica Lisbon School of Business & Economics
2013 - 2015	Assistant Professor <i>University of Amsterdam Business School</i> Department of International Strategy & Marketing
2015	Research Fellow <i>University of St. Gallen</i> Center for Energy Innovation, Governance and Investment
2013 - Present	Guest Lecturer <i>The University of Manchester Business School</i> Global Executive MBA programme
2012 - Present	Guest Researcher <i>University of Applied Sciences Amsterdam</i>
2008 - 2013	PhD Candidate & Lecturer <i>University of Amsterdam Business School</i> Department of International Strategy & Marketing

Education

2008 - 2013	PhD in International Strategy, Sustainability & Innovation <i>University of Amsterdam Business School</i> Department of International Strategy & Marketing <i>Thesis title:</i> Car companies and low-emission vehicles: The evolution of incumbents' strategies in relation to policy developments <i>Supervisor:</i> Prof. Dr. Ans Kolk, Dr. Jonatan Pinkse (Co-supervisor)
2006 - 2007	Master (MLitt) in International Business (Distinction) <i>School of Management, University of St Andrews</i> <i>Dissertation:</i> Internationalization of Small Life Science Enterprises in Mecklenburg-Western Pomerania (Distinction) <i>Final Grade:</i> Distinction – Best of the Year

Publications

The role of public and private protection in disruptive innovation: The automotive industry and the emergence of low-emission vehicles, *Journal of Product Innovation Management*, 2014, 31 (1), 43-60. [with Jonatan Pinkse & Ans Kolk]

Business models for sustainable technologies: Exploring business model evolution in the case of electric vehicles. *Research Policy*, 2014, 43 (2), 284-300. [with Jonatan Pinkse & Ans Kolk]

The evolution of low-emission vehicles: Car manufacturers and policy interventions, *Technological Forecasting & Social Change*, 98, 71-87. [with Jonatan Pinkse & Ans Kolk]

Processes of creative institutional destruction in the evolution of the global solar industry, forthcoming at *Environmental Innovation and Societal Transitions* [with Jonatan Pinkse & Anneloes Waelpoel]

Timing-based business models for flexibility creation in the electric power sector, forthcoming at *Energy Policy* [with Thorsten Helms & Moritz Look]

Book Chapters & Conference Proceedings

Managing international CSR initiatives: The case of the Hope Campaign of Hyundai Motor Group, *Springer* [with Jay Rhee & Sam Lee]

What do consumers want from vehicle-to-grid business models? A survey of Dutch consumers [with Robert van den Hoed & Hugo Oude Reimer]

Contributions to Conferences & Workshops

- 2016 *Selling out, keeping it real or creative destruction: Trade-off strategies in sustainable entrepreneurship*, 6. Leuphana Conference on Entrepreneurship 2016, Lüneburg, Germany. [with Lori DiVito]
- 2016 *Entrepreneurial orientations and their impact on trade-off decision in sustainability*, Academy of Management Annual Meeting, Anaheim, USA. [with Lori DiVito]
- 2016 *Entrepreneurial orientations and their impact on trade-off decision in sustainability*, EGOS 2016, Naples, Italy. [with Lori DiVito]
- 2016 *Entrepreneurial orientations and their impact on trade-off decision in sustainability*, SEE 2016, Denver, USA. [with Lori DiVito]
- 2016 *Value propositions for sustainable technologies: Reconfiguration tactics for Electric Vehicles*, Academy of Management Annual Meeting, Anaheim, USA. [with Jonatan Pinkse and Jilles Visser]
- 2016 *Value propositions for sustainable technologies: Reconfiguration tactics for Electric Vehicles*, EURAM 2016, Paris, France. [with Jonatan Pinkse and Jilles Visser]
- 2016 *Value propositions for sustainable technologies: Reconfiguration tactics for Electric Vehicles*, GRONEN 2016, Hamburg, Germany. [with Jonatan Pinkse and Jilles Visser]
- 2016 *Value Proposition Innovation for Sustainable Technologies: The Case of Vehicle-to-Grid Technology*, R&D Management Conference 2016, Cambridge, United Kingdom. [with Sana Khan]
- 2015 *Regime competition in the Chinese new energy vehicle industry: Exploring the influence of local and national institutions on the introduction of radical NEV technologies*, Technovation paper development workshop, Duisburg, Germany. [with Stephen Tsang & Ans Kolk]

- 2015 *Deriving business models from consumer preferences: the case of vehicle-to-grid business models for Dutch consumers*, EVS 28, Seoul, South Korea. [with Robert van den Hoed & Hugo Oude Reimer]
- 2014 *The evolution of low-emission vehicles: Car manufacturers and policy interventions*, EGOS Colloquium, Rotterdam, The Netherlands. [with Jonatan Pinkse & Ans Kolk]
- 2014 *Processes of creative institutional destruction in the establishment of the global solar energy industry*, EURAM, Valencia, Spain. [with Jonatan Pinkse & Anneloes Waelpool]
- 2014 *Catching the wave twice: low-emission vehicles, international policy developments and corporate innovation strategies*, 5TH International Sustainability Transitions Conference, Utrecht, The Netherlands. [with Jonatan Pinkse & Ans Kolk]
- 2014 *Processes of creative institutional destruction in the establishment of the global solar energy industry*, Gronen, Helsinki, Finland. [with Jonatan Pinkse & Anneloes Waelpool]
- 2013 *The evolution of low-emission vehicles: Car manufacturers and policy interventions*, Academy of Management Annual Meeting, Orlando, USA. [with Jonatan Pinkse & Ans Kolk]
- 2013 *Disrupting the Market for Workplace Health: The case of OfficePhysio*, eTELEMED 2013, The Fifth International Conference on eHealth, Telemedicine, and Social Medicine, Nice, France.
- 2012 *Business models for sustainable innovation: A study of the emergence of electric vehicles in the car industry*, International workshop TU Delft “Electrification of the car: will the momentum last?”, Delft, The Netherlands. [with Jonatan Pinkse & Ans Kolk]
- 2012 *Business models for sustainable innovation: A study of the emergence of electric vehicles in the car industry*, Academy of Management Annual Meeting, Boston, USA. [with Jonatan Pinkse & Ans Kolk]
- 2012 *Capturing value from sustainability innovations: the case of electric vehicles*, The R&D Management Conference 2012, Grenoble, France. [with Jonatan Pinkse]
- 2011 *Integration of Government Support in Business Models for Social and Environmental Innovation at the Example of Electric Vehicle Producers*, Conference: The Business of Social and Environmental Innovation, Cape Town, South Africa. [with Jonatan Pinkse & Ans Kolk]
- 2011 *Integration of Government Support in Business Models for Social and Environmental Innovation at the Example of Electric Vehicle Producers*, 12th Prebem conference, Rotterdam, The Netherlands. [with Jonatan Pinkse & Ans Kolk]
- 2011 *VU ABRI PhD Workshop*, Strategic Entrepreneurship: Alliances, Mergers and Networks, Amsterdam, The Netherlands.
- 2011 *Integration of Government Support in Business Models for Social and Environmental Innovation at the Example of Electric Vehicle Producers*, PDW Understanding and Managing Ecosystems, Academy of Management Annual Meeting, San Antonio, USA.
- 2011 *O.N.E. Doctoral Consortium*, Academy of Management Annual Meeting, San Antonio, USA.
- 2011 *Can Incumbents be Disruptive Innovators? The Automotive Industry and the Emergence of Low-Emission Vehicles*, 2nd International Conference on Sustainability Transitions, Lund, Sweden. [with Jonatan Pinkse & Ans Kolk]
- 2011 *When incumbents become niche pioneers: The role of protective measures in the emergence of low-emission vehicles*, ETH-PhD-Academy on Sustainability and Technology 2011, Locarno, Switzerland.
- 2010 *The Development of Low Emission Vehicles: Exploring the Role of Business and Government*, GRONEN Conference, Milan. [with Jonatan Pinkse & Ans Kolk]
- 2010 *From Green IT to Sustainable Value: The Path-Dependent Construction of Sustainable Innovation*, Academy of Management Annual Meeting, Montreal, Canada. [with Wietske van Osch & Michel Avital] [Selected for Best Paper Proceedings]
- 2009 *Niche Pioneers in the Automotive Industry*, 6th International Summer Academy Energy and the Environment, Amsterdam, The Netherlands. [with Jonatan Pinkse & Ans Kolk]
- 2009 *When Incumbents become Niche Pioneers: Large Car Producers and the Development of Low-Emission Vehicles*, 1st European Conference on Sustainability Transitions, Amsterdam, The Netherlands. [with Jonatan Pinkse & Ans Kolk]

- 2008 *Internationalisation of small German life science firms in Mecklenburg-West Pomerania*, Life Science New Ventures: International Start-Up and Development Seminar, Glasgow, United Kingdom. [with Jim Bell & Sharon Loane]
- 2008 *The internationalisation of small life science enterprises in the Mecklenburg-Western Pomerania region of Germany*, Academy of International Business, Portsmouth, United Kingdom. [with Sharon Loane & Jim Bell]

Invited Talks, Representations & Press Coverage

- 2016 *Business Models for Electric Vehicles*
Invited talk at MIT Portugal, Porto.
- 2016 *Dieselgate: a strategy perspective on the Volkswagen scandal*
Column on dinheirovivo.pt (original title: Dieselgate: uma perspetiva estratégica sobre o escândalo da Volkswagen - www.dinheirovivo.pt/opiniaao/510679/)
- 2015 *Promising Smart Grid Business Models*
Invited Speaker at 6th St.Gallen Forum for Management of Renewable Energies, St. Gallen, Switzerland.
- 2015 *Business Models for Sustainable Technologies*
Invited Talk at ESC Rennes Business School
- 2014 *A transition towards electric mobility: Exploring the need for business model innovation in the car industry*
Invited to present at Minatec, Grenoble, France.
- 2014 Interview: 'René Bohnsack: Tesla kan best de nieuwe General Motors worden', *Management Team.nl* (October 2014).
- 2013 *Invited to present at the ABIS-KUBS Global CSR combined research-practice conference "The role of corporate sustainability in Asia's development" in Seoul, South Korea.*
- 2012 *Invited to the OECD workshop "Developing Infrastructure for Alternative Transport Fuels and Power-Trains to 2020/2030/2050: A Cross Country Assessment of Early Stages of Implementation" in Paris, France.*
- 2012 Interview: *Car Industry & Sustainability: Past, Present and Future*, *Rostra Economica*, 289 (April 2012), 30-35.
- 2012 *Presentation at the Amsterdam Global Change Institute PhD Research Speed Seminar*
Invited to present: "Business models for sustainable innovation: A study of the emergence of electric vehicles", Amsterdam, The Netherlands.
- 2011 *Invited to present at the evening programme: Sustainable university*
Invited to present: "Sustainability and Business: the Case of the Automotive Industry", Amsterdam, The Netherlands.
- 2011 *Invited to the University College London LERU PhD Summer School*
Invited as one of the two representatives for the University of Amsterdam to the annual international workshop for PhDs of the 22 LERU Universities: Essential Enterprise Skills. London, United Kingdom.
- 2011 *Presentation at the University of Amsterdam University day*
Invited to present: "The Development of Electric Vehicles in the Automotive Industry", Amsterdam, The Netherlands.
- 2011 *Presentation at the Science Park New Idea Competition*
Invited to present: "Susomo – sustainable social mobility" – a project that emanated from research and linked student supervision and industry in order to build a dynamic and social car-pooling platform, Amsterdam, The Netherlands.
- 2010 *Representation at the 40th St Gallen Symposium*
Invited as one of the 100 Leaders of Tomorrow to the 40th St Gallen Symposium on Entrepreneurship, St Gallen, Switzerland.

Research Projects

2016 - 2018	ERA-Net project “me2” (<i>project to develop a platform that combines electric cars with smart grids – total budget 1.1 million Euros</i>)
2015	European Horizon 2020 project “EMPOWER” (<i>project to develop market strategies for smart grid technologies</i>)
2014 - present	Dutch TKINET Project “Vehicle-to-Grid Business Models”, industry research project with Mitsubishi, Alliander and Cofely, responsible for the business model development
2014 - present	European JPI project “wellbeing” (<i>project to evaluate market entry options and strategy options for Europe – total budget 3 million Euros</i>)

Grants, Awards & Scholarships

2016	Best Paper Award, Leuphana Entrepreneurship Conference (€ 1,000)
2014	Grant of the Dutch national research council – Sustainable Business Models (€ 400,000)
2013	3 rd price Best Paper Award Innovation Management 2013, EBS Business School
2011	Winner Science Park New Idea Competition: “susomo–sustainable social mobility”
2010	Best Paper Award Nominee, Academy of Management Annual Meeting
2010	Invited as a Leader of Tomorrow to the 40th St Gallen Symposium on Entrepreneurship
2007	Executive Development Programme of the GEA Group AG
2006	Scholarship of the British Chamber of Commerce in Germany
2006	British Airways Mobility Scholarship
1998	Placed 1 st & Special Award at the German competition „Young Scientists“
1997	Placed 3 rd at the German competition “Young Scientists”

Non-Academic Professional Experience

2011 - Present	Co-Founder Fitbase Institute for eHealth (Fitbase Institut für Online Prävention) <i>Fitbase Institut für Online Prävention GmbH, Hamburg</i> The company provides online services and conducts research related to eHealth.
2009 - 2011	Co-Founder Flight-claims.net <i>FRESH Professional Services VOF, Amsterdam</i> Online service to claim taxes from missed flights. Sold to GreenClaims BV in 2011.
2007 - 2008	Corporate Strategic Controller <i>GEA Group AG, Büchen</i> Corporate financial controller for subsidiaries, responsible for the investment management, strategic controlling and international business development in Poland and China, in charge of the optimization of business processes.
2003 - 2006	Trainee <i>GEA Group AG, Büchen</i> Worked as a student trainee, mainly in strategic controlling, improved the financial ratio system of the company.
2003	Lumberjack <i>Shotai San, Tsuyama, Japan</i>

Worked as a lumberjack for four month and helped to design Japanese Gardens.

1999 - 2003

Seminar Leader

Organised and conducted politico-economic workshops for the Foundation Political and Christian Youth Education e.V.

Additional Skills & Hobbies

Computer Skills: Microsoft Office (Word, Excel, Access, Powerpoint), HTML, SPSS, NVivo, Atlas/ti

Hobbies: Saxophone, golf, squash, surfing

Languages: *German* – mother tongue
English – fluent
Dutch – intermediate level
French – working knowledge