

a.o.Univ.-Prof.

Ing. Mag. Dr. Otto Krickl



# **Curriculum Vitae**

**University of Graz**

**Institute of Organization and  
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## CV. a.o.Univ.-Prof. Ing. Mag. Dr. Otto Krickl

Personal data	born February 10 <sup>th</sup> , 1959 in Vienna nationality: Austrian	
education and academic career	1973-78	HTL-Graz-Göding, (technical high school) specialisation: engineering
	1978-83	Studying business at Karl-Franzens-University Graz
	1983	Graduation Mag. rer. soc. oec., diploma thesis in „Staff planning with EDP support"
	1986	Graduation Dr. rer. soc. oec., doctoral thesis in: "The impact of BTX on developments of future telecom systems"
	1995	Habilitation (Ph.D.) at Karl Franzens University Graz in „General business administration“
Professional Activities	1982-83	student assistant at the Department of Business Administration and Public Sector Administration
	1983-95	assistant at the Department of Business Administration and Public Sector Administration
	1995 - 1997	assistant professor at the Department of Business Administration and Public Sector Administration
	SS 97	temporary chair C4-in information management at the University of Konstanz, Germany
	since 1997	Professor for Business Administration at the University of Graz
	2004 – 2009	Chair of “Curricula Committee” for Business Administration
	2008 – 2009	Head of the Department of Organisation and Human Resource Management
	2009	Change to the Department of Organisation and Institutional Economics
research visits	1992	Washington D. C. and Berkeley
	2010	University of Auckland, New Zealand

courses taught	Introduction to general business studies, Office automation and communication, Business administration; Lectures and tutorials in „Introduction to EDP, Business organisation, Information and organisation management, Competitive advantages and information technology, Business modelling, Management and international business, Project management, Organisational design, Change management, Interorganizational business models.
research focus	<p>Designing innovative work procedures using the potential of modern information technology</p> <p>Creating internal and cross-company information systems by integrating workflow management systems</p> <p>Methods of assessing economic viability of IT use in administration</p> <p>HRM Instruments as a strategic success factor for small and midsized company's</p> <p>Continuing education services – perceived service value and related constructs</p>
Projects, presentations	Presenter at numerous international conferences, project leader in several business projects (e.g. inviting tenders for office communication systems, PC network and mini-computer systems, evaluation of bids, support in implementation of systems and training, business process optimization, implementation of health management

<p>Publications</p>	<p>Articles in various specialist magazines and conference reports on issues of IT (networks, individual data processing, workgroup computing), organisation (business re-design, office information systems)  Examples:  Krickl, Otto  Welchen Wert haben Universitätslehrgänge für Teilnehmerinnen - Empirische Erhebung der Kaufentscheidungsgründe.  In: Egger, R.; Bauer M. H. (Hg.): Bildungspartnerin Universität - Tertiäre Weiterbildung für eine erfolgreiche Zukunft. Wiesbaden. Springer. 2017. 111 - 124.</p> <p>Geertshuis, Susan and Krickl, Otto  Perceived Service Value - Implications for the viability of continuing education programmes.  In: Field, John; Schmidt-Hertha, Bernhard; Waxenegger, Andrea (Hg.): Universities and Engagement - International perspectives on higher education and lifelong learning. London and New York. Routledge. 2016. 80 - 89</p> <p>Krickl, Otto  Continuing education services – perceived service value and related constructs Krickl,O.; Geertshuis, S. .  In: Conference Board (Hg.): Knowledge and Learning: Global Empowerment Proceedings of the Management, Knowledge ans Learning International Conference 2012. 2012.</p> <p>Krickl, Otto  Perceived service value and willingness to pay for Continuing Education Susan Geertshuis, Univ.-Prof. Dr. University of Auckland, New Zealand Krickl Otto, Univ.-Prof. Dr. University of Graz, Austria .  In: Waxenegger, Andrea (Hg.): Proceedings 43rd EUCEN Conference. 2012</p>
<p>Presentation to external audiences</p>	<p>Academic director of diploma courses in „Change Management“, „Organisation Design“, „Human Ressonren Management“, „High Potential – Dialogical Leadership“ and „Systemic Management“; lecturer on numerous seminars on E-Business, Project Management, Business Process Organisation, etc.</p>

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### Current research activities

Project: Continuing education services – perceived service value and related constructs

This project examines the perceived service value and related constructs such as satisfaction and willingness to pay for educational services. Data was collected from 661 students in New Zealand (Centre for Continuing Education Auckland and Continuing Education Waikato) and Austria (Uni for Life Graz and University of Teacher Education Styria). Based on former and present research results, a conceptual framework for the measurement of perceived service value was developed for the special situation of further educational services provided by universities.