

Gerald Steiner

# Curriculum Vitae

(short)

February 6, 2010

**Assoc. Prof. Dr. Gerald Steiner**

Associate Professor of Systemic Management and  
Sustainability Management

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## PERSONAL DATA

Born in April 3, 1967 in Obdach, Styria, Austria  
Single  
Austrian citizenship  
Basic military service fulfilled

## ACADEMIC HONORS AND AWARDS

2007	Nomination for the Best Paper Award of the WDSI (Western Decision Sciences Institute)
2006	Best Paper Award of the WDSI (Western Decision Sciences Institute) in the track "Management and Organizational Behavior"
2005	Daimler Chrysler Alpen-Adria Research Award 2005
2004	GRAWE-Outstanding Dissertation Award 2004, Title of thesis: A model for an integrated creativity management, SOWI im Dialog, Karl-Franzens-University Graz
1994	Entrepreneurship Institute Award from the University of Oklahoma College of Business Administration
1994	Grant of the "Dr. Franz Josef Mayer-Gunthof-Stiftung"
1994	Outstanding Student Award, University of Oklahoma at Norman
1993	Winner of the "1993 Rotary Club Graz-Schlossberg Research Grant"

## COURSES TAUGHT

- Qualitative Systems Sciences	Graduate
- Scenario Planning for the Future	Graduate
- Environmental Management	Graduate
- Innovation and Technology Management	Graduate
- Innovative Product Development	Graduate
- Sustainability-Entrepreneurship	Graduate
- Organizational Management	Graduate
- Innovation Management und Design	Graduate
- Design Methodology	Graduate
- Quality Management	Graduate
- Integrated Business Solutions (together with INTENTIA-Austria)	Graduate
- Bionomics in Regional Policy and Technology Policy	Graduate
- Creativity Management and Creativity Techniques	Graduate and Undergraduate
- Management as Integrative Discipline	Undergraduate
- Training in Communication and Presentation	Undergraduate
- Introduction to Business Management	Undergraduate

## PROFESSIONAL RESEARCH & AREAS OF COMPETENCE

### **Systems research**

- Transdisciplinary problem solving
- Stakeholder management
- Creativity as complex and chaotic system

### **Industrial Design**

- Product innovation / Rapid prototyping
- Design methodology

### **General management and sustainability**

- Entrepreneurship
- Environmental management
- Sustainable development

## **Innovation and creativity**

- Innovative climate
- Organizational creativity
- Training for creativity / Creativity techniques
- Cross-cultural aspects of innovation

## **PUBLICATIONS and EDITORIALS**

### **Books and Editorials**

- 2010 Steiner, G. (2010): How the world's most innovative organizations deal with an uncertain and complex future. Planned to be published in New York: Riverhead Books (in progress).
- 2010 Steiner, G. (2010): Integriertes Kreativitätsmanagement für Innovationen: Das Planetenmodell – eine systemische Perspektive individueller und kollaborativer Kreativität. Wiesbaden: DUV Gabler Edition Wissenschaft (in press).
- 2009 Steiner, G. (2009): Management of Collaborative Creativity for Sustainable Innovation: a Systems View. Cumulative habilitation at the University of Graz.
- 2006 Steiner, G./Posch, A. (2006) (Hrsg.): Innovative Forschung und Lehre für eine nachhaltige Entwicklung. Aachen: Shaker-Verlag.
- 2005 Posch, A./Steiner, G./Risopoulos, F. (2005): Die Erzherzog-Johann Fallstudie. Ein inter- und transdisziplinäres Lehr- und Forschungsprojekt der Kulturlandschaftsforschung. Wien: Bundesministerium für Bildung, Wissenschaft und Kultur (bwk).

### **Articles and Book-Chapters**

- 2010 Steiner, G./Dabic, M./Basic, M./Novak, I./ (2010): Entrepreneurial Attitudes among University Students: a Comparative Study. In: Proceedings of the INBAN (International Network of Business & Management Journals) 2010 Conference "Creativity and Innovation in an International Context" June 1-4, 2010. Valencia [accepted, upcoming].
- Dabic, M./Daim, T./Novak, I./Basic, M./Kariv, D./Pudziene, A./Hell, M./Terrasse, C./Marli Gonan Božac, M.G./Piertzkovsky, M./Steiner, G./Potočan, V./Drenjačević-Perić, I./Borozan, D. (2010): Exploring Entrepreneurship Attitudes of Students of Higher Education. In: Proceedings of the 2010 EFMD Entrepreneurship Conference "Entrepreneurs as Agents of Creativity in Times of Crisis" February 21-23, 2010. Paris [accepted, upcoming].
- Mader, C./Steiner, G./Zimmermann, F. (2010): Sekem – Humanistic Management in the Egyptian Desert. In: Spitzeck, H./ Pirson, M./ Amann, W./Khan, S./von Kimakowitz, E.(eds.): How Responsible Businesses Create Success Stories. New-York: Palgrave Macmillan [accepted, upcoming].

- Steiner, G./Sindler, A. (2010): Offene Kreativität – eine transdisziplinäre Bildungsinitiative. In: W. Lenz (ed.): Interdisziplinarität und ihre Spuren in einer jungen Fakultät [upcoming].
- 2009 Steiner, G./Risopoulos, F. (2009): Creative communication management within complex entrepreneurial innovation processes: a transdisciplinary systems approach. In: Proceedings of the FoSentHE “Conference of Entrepreneurship without Borders”, November 16-17. Israel [accepted, upcoming].
- Steiner, G./Risopoulos, F. (2009): From corporate social responsibility to corporate social innovation? In: Mulej, M.; Hrast, A. (eds.): Proceedings of the 4rd International Conference “Social Responsibility and Current Challenges 2008: Work – a bridge to cooperation: relations with coworkers and different age generations”, IRDO 2009, 3rd-4th June. CD-Rom Conference Proceedings. Maribor, Slovenia: IRDO.
- Steiner, G./Sindler, A. (2009): Neue Wege zur physischen und virtuellen Vernetzung von wettbewerbsorientierten Organisationen – Ein innovatives Veranstaltungsdesign am Beispiel des Automotive Cluster-Styria (ACstyria). In: Posch, A./Tschandl, M. (Hrsg.): Innovations- und Wissensmanagement im regionalen Kontext. Aachen: Shaker Verlag, pp. 283-298.
- Steiner, G. (2009): The Concept of Open Creativity: Collaborative Creative Problem Solving for Innovation Generation - a Systems Approach. In: Journal of Business and Management 15(1), pp. 5-34.
- 2008 Steiner, G. (2008): Supporting Sustainable Innovation through Stakeholder Management: a systems view. In: International Journal of Innovation and Learning 5(6), pp. 595-616.
- Steiner, G. (2008): Innovation and Creativity: A Chaos Theory Perspective. In: Rebernik, M./Mulej, M. (eds.): STIQE 2008 – Proceedings of the 9th International Conference on Linking Systems Thinking, Innovation, Quality, Entrepreneurship and Environment. Institute for Entrepreneurship and Small Business Management/Faculty of Economics and Business, Maribor.
- Steiner, G./Risopoulos F./Heissenberger, M. (2008): Stakeholder management for CSR: the Heissenberger case as an Austrian CSR initiative for dealing with poverty in South America. In: Božičnik, S./Ećimović, T./Mulej, M. (eds.): Sustainable Future, Requisite Holism, and Social Responsibility (Against the current abuse of free market society). Penang, Malaysia: ANSTED Service Center, pp. 144-152.
- Steiner, G./Risopoulos F./Heissenberger, M. (2008): Strategies for dealing with poverty in South America’s agriculture: the Heissenberger case as an Austrian CSR initiative. In: Mulej, M.; Hrast, A. (eds.): Proceedings of the 3rd International Conference “Social Responsibility and Current Challenges 2008 - Social responsibility as contribution to stakeholders’ long term success in market”, IRDO 2008, 5th-6th June. CD-Rom Conference Proceedings. Maribor, Slovenia: IRDO.
- Steiner, G. (2008): Stakeholders Matter: How Stakeholders can Contribute to Sustainable Innovation. In: Trappl, R. (ed.): Proceedings of the 19<sup>th</sup> European Meeting on Cybernetics and Systems Research (EMCSR), Vol. 2, March 25-28, 2008: Vienna, Austria. pp. 313-318.
- Steiner, G./Mader, C./Risopoulos, F./Zimmermann, F. (2008): Transdisciplinary Change Processes and Transdisciplinary Research for a Sustainable Future: The Role of Regional Centres of Expertise on Education for Sustainable Development (RCEs). In: Environmental Education Research (revised).
- Mader, C./Zimmermann, F.M./Steiner, G./Risopoulos, F. (2008): Regional Centre of Expertise (RCE) Graz-Styria: A Process of Mobilization Facing Regional Challenges. In: International Journal of Sustainability in Higher Education 9(4), pp. 402-415.

- Mader, C./Zimmermann, F.M./Steiner, G./Risopoulos, F./Manninger, K./Wanjeri, M. (2008): Case Study: The Process of Establishing the RCE Graz-Styria. In: United Nations University Press – Institute of Advanced Studies (in press).
- 2007 Steiner, G. (2007): Design-based Tools for Dealing Innovatively with the Uncertain and Unpredictable Future of Organizational and Regional Systems. In: Zimmermann, F. (ed.): Sustainable Regional Development. Graz: Universitätsverlag, pp. 23-32.
- Steiner, G./F. Risopoulos (2007): Dealing with a complex future: Stakeholder communication as basis for sustainable innovations. In: Mulej, M. (ed.): Proceedings of the 2nd International Conference “Social Responsibility and Current Challenges 2007 - Managers’ Role at Social Responsibility development in profitable and non-profitable organizations”, IRDO 2007, 7th-8th June in Maribor, Slovenia.
- Harmon, J./Stoner, J.A.F./Zimmermann, F.M./Hollwitz IV, J./Werner, F./Steiner, G./Mader, C. (2007): Towards Sustainability on Higher Education Institutions. In: Proceedings of the Eastern Academy of Management. International Conference on Managing in a Global Economy XII: Culture: Integration and Innovation. Amsterdam, Netherlands.
- Steiner, G. (2007): Kreativitätsmanagement. In: Strebel, H. (Hrsg.): Innovations- und Technologiemanagement. 2. Aufl. Wien: utb-Verlag, S. 267-325.
- 2006 Posch, A./Steiner, G. (2006): Editorial. In: Steiner, G./Posch, A.: Innovative Forschung und Lehre für eine nachhaltige Entwicklung. Aachen: Shaker-Verlag, pp. iii-viii.
- Posch, A./Steiner, G. (2006): Das Erzherzog-Johann-Fallstudie-Konzept als transdisziplinärer Problemlösungsansatz. In: Steiner, G./Posch, A.: Innovative Forschung und Lehre für eine nachhaltige Entwicklung. Aachen: Shaker-Verlag, pp. 123-148.
- Steiner, G. (2006): The Planetary Model as an Organizational Framework for the Generation of Innovation. A critical reflection on today’s innovation practice. In: Our Economy Review NG 52, 1-2, 2006, pp. 18-23.
- Steiner, G./Posch, A. (2006): Higher education for sustainability by means of transdisciplinary case studies: An innovative approach for solving complex, real-world problems. In: Journal of Cleaner Production 14, 2006, pp. 877-890.
- Posch, A./Steiner, G. (2006): Integrating Research and Teaching on Innovation for Sustainable Development. In: International Journal of Sustainability in Higher Education 7(3), 2006, pp. 276-292.
- Steiner, G./Laws, D. (2006): How appropriate are famous concepts from higher education for solving complex real-world problems? A comparison of the Harvard and the ETH case study approach. In: International Journal of Sustainability in Higher Education 7(3), pp. 322-340.
- Steiner, G. (2006): ERP-Innovationsgenerierung. In: Mandl, D./Schuetze, J./Riesslegger, H./Rumpf, M.: Multigap-Accounting mit der Oracle E-Business Suite Oracle. München: Addison-Wesley, Edition Oracle, pp. 241-246.
- Steiner, G. (2006): Organizational Creativity as a Prerequisite for the Generation of Innovation. In: Kannan, V.R. (ed.): Proceedings of the 35th Western Decision Sciences Institute Conference. Waikoloa, Hawaii.
- Steiner, G. (2006): How to Support the Generation of Sustainable Innovation by transdisciplinary Problem Solving as Creative Means of Higher and Further Professional Education. Proceedings of 1st Global Cleaner Production Conference. 5-7 March 2006 at CICC, Cairo- Egypt.

- Steiner, G. (2006): How to support the enterprise's capability to generate radical innovation: What can be learned from the U.S.'s most innovative company IDEO? In: Rebernik, M./Mulej, M. (eds.): STIQE 2006 – Proceedings of the 8th International Conference on Linking Systems Thinking, Innovation, Quality, Entrepreneurship and Environment. Institute for Entrepreneurship and Small Business Management/Faculty of Economics and Business, Maribor, pp. 203-212.
- Steiner, G. (2006): Stakeholder-Management for Indigenous Innovation by Social Responsibility. In: Mulej, M. (ed.): Proceedings of the 1st International Conference "Social Responsibility and Current Challenges 2006", IRDO 2006, 5<sup>th</sup>-6<sup>th</sup> June in Maribor, Slovenia.
- Steiner, G. (2006): *Innovation as a Two-sided Coin with Special Consideration of Analogies*. In: Conference Proceedings of the 50th Annual Conference of the International Society for the Systems Sciences (ISSS). CD-Rom Conference Proceedings. Sonoma: Sonoma State University.
- Steiner, G. (2006): Innovative Performance of Organizations as a Result of their Physical Environment. In: Conference Proceedings of the XVIth World Congress on Sociology: The Quality of Social Existence in a Globalistic World. July 23-29, 2006 in Durban, South Africa.
- 2005 Steiner, G. (2005): Organizational Creativity Management. In: Schwarz, E./Harms, R.: Integriertes Ideenmanagement. Wiesbaden: DUV Gabler Edition Wissenschaft, pp. 156-188.
- Steiner, G. (2005): Innovation and Creativity From the Viewpoint of Systems Thinking and Chaos Theory. In: Gu, J./Chroust, G. (eds.): The New Roles of Systems Sciences for a Knowledge-based Society. CD-Rom Conference Proceedings. Tokyo: JAIST (Japan Advanced Institute of Science and Technology) Press.
- Risopoulos, F./Steiner, G./Posch, A. (2005): Communication and Social Competences in Transdisciplinary Case Studies: Graz Mobility Case Study. Proceedings of the 11th Annual International Sustainable Development Research Conference. Helsinki: University of Tampere.
- Steiner, G. (2005): The planetary model as a framework for organizing innovation. The 6<sup>th</sup> International Conference of Sociocybernetics: Sociocybernetics and Innovation. Maribor: University of Maribor.
- 2004 Steiner, G./Posch, A./Risopoulos, F. (2004): Nachhaltigkeit durch Innovation: Die Erzherzog-Johann-Fallstudie als inter- und transdisziplinäres Projekt zur nachhaltigen Entwicklung. In: Schwarz, E.J. (Hrsg.): Nachhaltiges Innovationsmanagement. Festschrift für Prof. Strebel zum 65. Geburtstag. Wiesbaden: Gabler, pp. 519-538.
- Steiner, G./Posch (2004): Creative Problem Solving in Transdisciplinary Case Studies for Sustainable Development. In: ENCOS 2004 Conference Proceedings. 1st European Networks Conference on Sustainability in Practice, April 1-3, 2004, Berlin.
- Risopoulos, F./Posch, A./Steiner, G. (2004): Transdisciplinary Creation of a Shared Vision of Sustainable Development. In: Rebernik, M./Mulej, M. (eds.): STIQE 2004 – Proceedings of the 7th International Conference on Linking Systems Thinking, Innovation, Quality, Entrepreneurship and Environment. Institute for Entrepreneurship and Small Business Management/Faculty of Economics and Business, Maribor, pp. 109-118.
- Steiner, G. (2004): Ein Modell für ein Integriertes Kreativitätsmanagement. Mit einer empirischen Studie zum Industrial Design in Österreich und Bayern. Dissertation an der Karl-Franzens-Universität Graz.
- 2003 Steiner, G. (2003): Kreativitätsmanagement. In: Strebel, H. (Hrsg.): Innovations- und Technologiemanagement. Wien: utb-Verlag, pp. 265-324.

- Steiner, G. (2003): Design in Österreich im Jahr 2002. Wien: Österreichische Designstiftung.
- Steiner, G./Strebel, H./Jarz, D./Pfeiffer, D. (2003): Vom Kundenbedarf zur Produktinnovation: Eine empirische Analyse von Designunternehmen in Österreich und Bayern. Abschlussbericht des Projekts Innovationen durch Design - Eine Analyse der österreichischen Design Branche im Hinblick auf Innovationspotenzial und Wettbewerbssituation. Graz.
- Posch, A./Steiner, G. (2003): Creativity Management in Sustainability Networks. In: Karner, S./Oehme, I./Seebacher, U.: Conference Proceedings of the 5<sup>th</sup> International Summer Academy on Technology Studies: Corporate Sustainability, Deutschlandsberg, pp. 185-196.
- 2002 Steiner, G./Posch, A. (2002): Trans- und Interdisziplinäre Leitbildentwicklung als Ausgangspunkt zur Bewältigung von Nutzungskonflikten. In: Kramer, M./Brauweiler, H.-Ch. (Hrsg.): Studien zum internationalen Innovationsmanagement. Naturschutzrecht und Nutzungskonflikte. Ein Vergleich zwischen Deutschland, Polen und Tschechien. Wiesbaden: Gabler Edition Wissenschaft, pp. 211-233.
- Steiner, G.; Jung, M. (2002): Balanced Scorecard. Visionen implementieren. In: Jet1blick, 2, pp. 10-18.
- Steiner, G. (2002): Dynamic Creativity Management as a Tool for Sustainability – a Constructivism Point of View. In: Rebernik, M./Mulej, M. (eds.): STIQE 2002 – Proceedings of the 6<sup>th</sup> International Conference on Linking Systems Thinking, Innovation, Quality, Entrepreneurship and Environment. Institute for Entrepreneurship and Small Business Management/Faculty of Economics and Business, Maribor, pp. 145-152.
- Steiner, G. (2002): Creativity as Prerequisite for Sustainable Development. In: Mulej, M. (Hrsg.): Climate Change. Iowa: Kendall/Hunt Publishing Company, pp. 225-233.
- 2000 Posch, A./Steiner, G. (2000): An Inter- and Transdisciplinary Evaluation Model as an Instrument for Strategic Planning. In: Rebernik, M./Mulej, M. (Hrsg.): STIQE 2000 – Proceedings of the 5<sup>th</sup> International Conference on Linking Systems Thinking, Innovation, Quality, Entrepreneurship and Environment. Institute for Entrepreneurship and Small Business Management/Faculty of Economics and Business. Maribor, pp. 201-216.
- Katter, R./Steiner, G. et al. (2000): Interdisziplinäre Bewertung von landschaftsbezogenen Nutzungsprojekten. Beitrag zur Kulturlandschafts-Konferenz Landschaft unter Druck 12.-13. Oktober 2000, Universität für Bodenkultur Wien. Wien, pp. 9-11.
- Katter, R./Steiner, G. et al. (2000): Leitschwerpunkt Kulturlandschaftsforschung: Modul MU7 Bergbaufolgelandschaften - Perspektiven zur Gestaltung und Nutzung von Bergbaufolgelandschaften. 2. Arbeitsabschnitt – Endbericht Bd. 1–5 (Band 1 Zusammenfassender Bericht, Band 2 Interdisziplinäres Bewertungsmodell, Band 3 Bürgerschaftlicher Dialog, Band 4 Regionale Umfelderhebungen, Band 5 Abbildungskatalog), Joanneum Research, Graz 2000.
- 1999 Katter, R./Steiner, G. et al. (1999): Perspektiven zur Gestaltung und Nutzung von Bergbaufolgelandschaften. Graz: ÖKO.97.001-01 Joanneum Research.
- 1998 Steiner, G. (1998): Recyclingmöglichkeiten für Farbpulver. In: Strebel, H./Schwarz, E. (Hrsg.): Kreislaforientierte Unternehmenskooperationen – Innovative Verwertungsnetze. München: Oldenbourg Verlag, pp. 273-286.
- Posch, A./Schwarz, E./Steiner, G./Strebel, H./Vorbach, S. (1998): Das Verwertungsnetz Obersteiermark und sein Potential. In: Strebel, H./Schwarz, E.



(Hrsg.): Kreislauforientierte Unternehmenskooperationen – Stoffstrommanagement durch innovative Verwertungsnetze. München/Wien: Oldenbourg Verlag, S. 211-221

Strebel, H./Steiner, G. et al. (1998): Verwertungsnetze im produzierenden Bereich. Band 25/1998. Wien: Schriftenreihe des BMUJF.

1997 Steiner, G. (1997): Solving the problems of a declining or an abandoned iron-ore mining area. A case study of the Eisenerz Region in Austria. In: Dyck, R./Mulej, M. (Hrsg.): Self-Transformation of the Forgotten Four-Fifths. Iowa: Kendall/Hunt Publishing Company, pp. 131-164.

## HOBBIES and INTERESTS

Nature, volcanoes, skiing, snowboarding, animals, mountain hiking, running (marathon), thinking.

A handwritten signature in blue ink, reading "Gerald Steininger", is centered within a light blue rectangular box.

Graz, February 6, 2010