

Martin KUPP

ESCP Europe

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ACADEMIC POSITIONS

Current positions

Since 2012: ESCP Europe (Paris, London, Berlin, Madrid, Torino), Associate Professor, Entrepreneurship.

Previous positions

2019 - 2020: ESCP EUROPE (PARIS), Associate professor, Entrepreneurship.

ACADEMIC QUALIFICATIONS

PhD in Business Administration, (Doctorat ès Sciences de gestion), (2001), **University of Cologne**, Germany.

SERVICES TO THE ACADEMIC COMMUNITY

Editorial activities

Member of the Editorial / Scientific board of a PRJ of *European Case Clearing House*, Since 2014;
Member of the Editorial / Scientific board of a PRJ of *INDUSTRIAL MARKETING MANAGEMENT*, Since 2012;

Reviewer in: *CALIFORNIA MANAGEMENT REVIEW*, Since 2012;

Other activities

Scientific director of a research program

Scientific director of a research program, Chaire Entrepreneuriat ESCP Europe, Co-directorship, Since 2013

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

KUPP, M., G. RENNINGS, M. WUSTMANS, "Dedicated business model innovation units: do they work? A case study from Germany" Forthcoming *JOURNAL OF BUSINESS STRATEGY*

KUPP, M., B.SCHMITZ, J.HABEL, "When do family firms consider issuing external equity? Understanding the contingent role of families' need for control", *JOURNAL OF FAMILY BUSINESS MANAGEMENT*, 2019, vol. Vol. 9, No. 3, pp. 271 - 296

KUPP, M., J.ANDERSON, J.RECKHENRICH, "Why Design Thinking needs a Rethink for Business", *MIT SLOAN MANAGEMENT REVIEW*, 2017, vol. 59 (1), pp. 42 - 44

KUPP, M., M.MARVAL, P.BORCHERS, "Corporate accelerators: fostering innovation while bringing together startups and large firms", *JOURNAL OF BUSINESS STRATEGY*, 2017, vol. 38 (6), pp. 47-53

SHELDON, R., C., M.KUPP, "A Market Testing Method Based on Crowd Funding", *Strategy and Leadership*, 2017, vol. 45:4, pp. 19-23

BENYAYER, L.-D., M.KUPP, "Responding to open business models", *JOURNAL OF BUSINESS STRATEGY*, 2017, vol. 38 2, pp. 33-40

ANDERSON, J., J.RECKHENRICH, M.KUPP, "Follow the leader", *BUSINESS STRATEGY REVIEW*, 2013, vol. Vol. 24, Issue 4, pp. pp. 28-32 5 p.

ANDERSON, J., J.RECKHENRICH, M.KUPP, "Strategy Gaga", *BUSINESS STRATEGY REVIEW*, 2013, vol. Vol. 24, Issue 1, pp. pp. 58-62 5 p.

ANDERSON, J., M.KUPP, "Managing in Complex Operating Environments", *MARKETING REVIEW ST. GALLEN*, 2012, vol. Issue 3, pp. pp. 46-51 5 p.

KUPP, M., J.ANDERSON, J.RECKHENRICH, "Think again : Entrepreneurs on a dance floor", *BUSINESS STRATEGY REVIEW*, 2011, vol. Vol. 22, Issue 1, pp. pp. 65-68 4 p.

KUPP, M., J.ANDERSON, J.RECKHENRICH, "Made in heaven - produced on earth : Creative leadership as art of projection", *JOURNAL OF BUSINESS STRATEGY*, 2011, vol. Vol. 32, Issue 4, pp. pp. 12-24 13 p.

MARKIDES, C., M.KUPP, J.ANDERSON, "The last frontier: Market creation in conflict zones, deep rural areas, and urban slums", *CALIFORNIA MANAGEMENT REVIEW*, 2010, vol. Vol. 52, Issue 4, pp. pp. 6-28 23 p.

KUPP, M., S.VANDERMERWE, J.ANDERSON, "Strategy : The bottom of the pyramid", *BUSINESS STRATEGY REVIEW*, 2010, vol. Vol. 21, Issue 4, pp. pp. 46-51 6 p.

KUPP, M., J.ANDERSON, J.RECKHENRICH, "Understanding creativity : The manager as artist", *BUSINESS STRATEGY REVIEW*, 2009, vol. Vol. 20, Issue 2, pp. pp. 68-73 6 p.

RECKHENRICH, J., M.KUPP, J.ANDERSON, "The shark is dead: How to build yourself a new market", *BUSINESS STRATEGY REVIEW*, 2009, vol. Vol. 20, Issue 4, pp. pp. 40-47 8 p.

KUPP, M., J.RECKHENRICH, J.ANDERSON, "Art lessons for the global manager", *BUSINESS STRATEGY REVIEW*, 2009, vol. Vol. 20, Issue 1, pp. pp. 50-57 8 p.

ANDERSON, J., M.KUPP, "Zopa.com - Innovation in the U.K. financial services industry", *JOURNAL OF FINANCIAL TRANSFORMATION*, 2008, vol. n°23, pp. pp.51-59 9p.

ANDERSON, J., M.KUPP, "Zopa: Web 2.0 meets retail banking", *BUSINESS STRATEGY REVIEW*, 2007, vol. Vol.18, Issue 3, pp. pp.11-177p.

KUPP, M., U.REITZ, U.HEIMES, "Gildemeister Lathes Ltd.", *JOURNAL OF BUSINESS AND INDUSTRIAL MARKETING*, 2006, vol. Vol.21, Issue 2, pp. pp.118-123 6p.

KUPP, M., J.RECKHENRICH, J.ANDERSON, "Entrepreneurs on a dance floor", *BUSINESS STRATEGY REVIEW*, 2006, vol. Vol.17, Issue 4, pp. pp.26-31 6p.

Books and Book Editor

RECKHENRICH, J., M.KUPP, J.ANDERSON, *The fine art of success*, John Wiley, Chichester, United Kingdom, 2010

KUPP, M., M.MATZEL, S.WAGNER, *Quantitative Modelle und nachhaltige Ansätze der Unternehmensführung*, Physica-Verlag, Heidelberg, Germany, 2003

KUPP, M., *Kooperationen zwischen Umweltschutzorganisationen und Unternehmen*, Josef Eul Verlag, Lohmar, Germany, 2001

Chapters in book

KUPP, M., J.EHLERS, A.SANCHEZ, L.RODRIGUEZ, "InCuba: How we kicked off Cuba's first Incubator at the university of Havana" in *Entrepreneurship, Small Business and Education in Developing Countries.*, Tenfelde, Walter Eds, Hampp Verlag, pp. 107 - 124, 2019

KUPP, M., P. BORCHERS, M. MARVAL, "Rolle von Unternehmens-Inkubatoren und -Acceleratoren bei der digitalen Transformation" in *Digital Leadership - Erfolgreiches Führen in Zeiten der Digital Economy.*, Petry, T. Eds, Haufe, 2019

KUPP, M., U.MUELLER, "Combining Case Teaching and Case Writing Creatively" in *Case Studies as a Teaching Tool in Management Education.*, Latusek, D. Eds, IGI Global, pp. 121 - 140, 2016

KUPP, M., J.EHLERS, "Unternehmerschule - Mit mehr Unternehmertum zur digitalen Kompetenz" in *Digitale Führungsinelligenz „Adapt to win“: Wie Führungskräfte sich und ihr Unternehmen fit für die digitale Zukunft machen.*, Summa, L. Eds, Springer Gabler, pp. 394 - 402, 2016

KUPP, M., P.BORCHERS, "Start-up Inkubatoren als Ansatz digitaler Transformation etablierter Unternehmen - Darstellung am Beispiel hub:raum der Deutschen Telekom" in *Digital Leadership - Erfolgreiches Führen in Zeiten der Digital Economy.*, Petry, T. Eds, Haufe, pp. 419 - 430, 2016

KUPP, M., "Strategic Customer Orientation" in *Client Centricity - Relationship Management in Banking.*, J. Hagen and U. Schürenkrämer Ed., Murmann, pp. 11 - 26, 2015

KUPP, M., O.PLÖTNER, M.EHRET, "Kundenintegration und die Gestaltung von Geschäftsmodellen - Der Fall Siemens Cerberus ECO" in *Kundenintegration und Leistungslehre.*, S. Fließ, M. Haase, F. Jacob and M. Ehret Eds, Springer Gabler, pp. 457 - 472, 2015

KUPP, M., "Open & Agile Manufacturing: opportunities and obstacles" in *Open Models: Les business modèles de l'économie ouverte.*, L.-D. Benyayer Ed., Escourbiac, 2014

KUPP, M., "Education reloaded: disruptive business models in education" in *Open Models: Les business modèles de l'économie ouverte.*, L.-D. Benyayer Ed., Escourbiac, 2014

KUPP, M., "Nachhaltigkeitsmarketing" in *Betriebliches Nachhaltigkeitsmanagement.*, BAUMAST A., PAPE J. Eds, Eugen Ulmer, pp. pp. 321-334 14 p., 2013

KUPP, M., "Strategische Kundenorientierung" in *Die Wiederentdeckung des Kunden: Neue Perspektiven im Bankgeschäft.*, HAGEN, J. ; SCHÜRENKRÄMER, U. Eds, Murmann, pp. pp. 85-108, 2011

RESE, M., M.KUPP, "Strategisches Management" in *Betriebswirtschaft für Führungskräfte.*, BUSSE VON COLBE, W. ; COENENBERG, A.G. ; KAJÜTER, P. ; LINNHOFF, U. (eds), Schäffer-Poeschel, pp. SS. 85-108 24 S., 2011

KUPP, M., "Aufgaben und Instrumente eines umweltorientierten Marketings" in *Betriebliches Umweltmanagement.*, BAUMAST, A., PAPE, J. (eds), Eugen Ulmer, pp. pp. 207-216, 2011

HERBST, U., M.KUPP, M.VOETH, "Marketing" in *Betriebswirtschaft für Führungskräfte.*, BUSSE VON COLBE, W. ; COENENBERG, A.G. ; KAJÜTER, P. ; LINNHOFF, U. (eds), Schäffer-Poeschel, pp. pp. 109-144, 2011

KUPP, M., J.ANDERSON, "Serving the poor" in *Contemporary microenterprise: Concepts and cases.*, MUNOZ J.M.S. Ed., Edward Elgar, pp. pp. 129-139 11 p., 2010

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KUPP, M., "Measuring sales performance" in *Bringing technology to market.*, PLÖTNER O., SPEKMAN R. (eds.) Eds, John Wiley, pp. pp. 135-146 12 p., 2007

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KUPP, M., A.BÜLTMANN, M.MÜLLER, "Standardisierungs- und Zertifizierungsansätze vor dem Hintergrund einer nachhaltigen Entwicklung" in *Betriebliches Umweltmanagement.*, BAUMAST, A., PAPE, J. (eds), Eugen Ulmer, pp. pp. 42-56, 2003

KUPP, M., A.FAIX, "Kriterien und Indikatoren zur Operationalisierung von Kernkompetenzen : Proceedings zum 2. SKM—Symposium" in *Aktionsfelder des Kompetenz-Managements.*, BELLMANN, K. ; FREILING, J. ; HAMMANN, P. (eds), Deutscher Universitäts, pp. SS. 59-83 25 S., 2002

KUPP, M., "Der Einfluss von Anspruchsgruppen auf die Entwicklung von Umweltmanagementsystemen" in *Betriebliches Umweltmanagement.*, BAUMAST, A., PAPE, J. (eds), Eugen Ulmer, pp. SS. 28-50 23 S., 2001

Non-Peer Reviewed Journals articles

SHELDON, R., C., M.KUPP, R.MAUER, T.RAYNA, "Institutional Mechanisms Enabling Markets for Technology & Ideas", 2018, Kyoto, Japan

Research Monograph

KUPP, M., A.FAIX, "Die Operationalisierung von Kernkompetenzen", *Institut für Markt- und Distributionsforschung, Universität*, 1999

Non-Peer Reviewed Articles

RECKHENRICH, J., J.ANDERSON, M.KUPP, "Artful creation - How introducing artworks in business education can foster dialogue and creativity", *JOURNAL OF THE NUS TEACHING ACADEMY*, 2012, vol. Vol. 2, issue 2, pp. pp. 109-117 18 p.

Published Case Studies

KUPP, M., J. WEINMANN, H.-R. LANGE - "Wild herbs grow tall – mastering structural change in Lusatia" - 2020, *Harvard Business Publishing*

KUPP, M., N.TAVASOLLI, J.ANDERSON - "M-KOPA Solar: Using Digital Disruption to Connect the World's Poor" - 2019, *Harvard Business School Publishing*, Paris, London, United Kingdom

KUPP, M., R., C.SHELDON - "Biomarin: Commercializing a rare orphan drug worldwide: partner or go it alone?" - 2019, *Digital-Stories.eu*

KUPP, M., S.CHUBBS - "Nucor Corporation: How to achieve long-term profitable growth?" - 2017, *The Case Centre*

KUPP, M., A.NIJHOF, M.NIKOLAIDOU - "Creating trust in a new way of banking: The case of Lendahand Mesofinance" - 2015, *The Case Centre*

KUPP, M., L.DAHLANDER, E.MORROW - "Zopa.com: From a hot idea to an established market player" - 2014, *The Case Center*, Berlin, Germany

KUPP, M., L.DAHLANDER, E.MORROW - "Team Wikispeed: Developing hardware the software way" - 2013, *Centrale de Cas et de Médias Pédagogiques*, France

ANDERSON, J., M.KUPP - "Zopa.com" - 2013, *Centrale de Cas et de Médias Pédagogiques*, France

KUPP, M. - "Global product development strategy at Bosch: Selecting a development site for the new low-cost ABS platform" - 2012, *ESMT Case Study*, France

PLÖTNER, O., C.LIESENER, M.KUPP - "Siemens CerberusEco in China: Introducing low-frills products in a high-quality company" - 2011, *ESMT Case Study*, France

RECKHENRICH, J., M.KUPP, J.ANDERSON - "Lady Gaga: Born this way?" - 2011, *Antwerp Management School Case Study*, France

KUPP, M., J.ANDERSON - "Celtel Nigeria: Towards serving the rural poor (B)" - 2009, *ESMT Case Study*, France

RECKHENRICH, J., J.ANDERSON, M.KUPP - "Damien Hirst and the contemporary art market" - 2009, *ESMT Case Study*, France

ANDERSON, J., M.KUPP - "Celtel Nigeria: Towards serving the rural poor (A)" - 2009, *ESMT Case Study*, France

ANDERSON, J., M.KUPP - "Virgin Mobile UK" - 2009, *ESMT Case Study*, France

Articles in Professional Journals

KUPP, M., R., C.SHELDON, "Les quatre 'E' : Quand Lady Gaga donne une leçon de marketing numérique", *LES ECHOS START*, 2017

SHELDON, R., C., M.KUPP, "Pourquoi il vaut mieux reprendre une entreprise que lancer sa startup", *LES ECHOS START*, 2017

KUPP, M., O.PLÖTNER, "High-tech for low-frills markets : New challenges for German high tech companies", *INNOVATIVE MARKETING*, 2010, vol. Vol. 6, Issue 2, pp. pp. 77-81 5 p.

KUPP, M., J.ANDERSON, "Serving the poor: Drivers of business model innovation in mobile", *INFO*, 2008, vol. n°10, issue 1, pp. pp.5-12 8p.

Press Articles

KUPP, M., B.SCHMITZ, J.HABEL - "Family firms' need for control and equity financing decisions" - 2019, *THE CONVERSATION*

KUPP, M., P.BORCHERS, M.MARVAL - "Corporate accelerators: bringing together startups and large firms to foster innovation" - 2018, *THE CONVERSATION FRANCE*

KUPP, M. - "Why are only 11% of business founders in Paris from outside France?" - 2017, *THE CONVERSATION FRANCE*, France

Contributions on Blogs and Social Networks

KUPP, M., T.KROMER - "Managing Innovation Portfolios – Principles Before Tools" - 2019, *Grasshopper Herder*

KUPP, M., G.KÜHL, M.BIETENHADER - "Made in Germany – Wie der Mittelstand von Plattformen profitieren kann (Teil 1)" - 2019, *Digital-Stories.eu*

KUPP, M., T.KROMER - "Management von Innovationsportfolios – Prinzipien vor Tools" - 2019, *Digital-Stories.eu*