

Daniel Blaseg

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Academic Positions

- since 09/19 **Assistant Professor (Tenure Track)**
ESADE Business School, Barcelona (Spain)
Department of Strategy and General Management
- 12/18 – 08/19 **Postdoctoral Researcher**
E-Finance Lab at Goethe University, Frankfurt (Germany)
- 11/14 – 11/18 **Doctoral Student**
Goethe University, Frankfurt (Germany)
- 09/13 – 09/14 **Research Assistant**
Frankfurt School of Finance & Management, Frankfurt (Germany)

Research Interests

Entrepreneurial Finance ∩ Entrepreneurial Marketing

Education and Training

- 11/14 – 12/18 **Ph.D. (Dr. rer. pol.) in Economics and Business Administration**
Goethe University, Frankfurt (Germany)
Thesis: Crowdfunding (summa cum laude)
Major: Quantitative Marketing (Advisor: Prof. Dr. Bernd Skiera)
- 10/16 – 07/18 **LL.M. in Law and Finance**
Goethe University, Frankfurt (Germany)
Majors: Financial Market Regulation, Corporate Law
- 03/13 – 08/14 **M.Sc. in Finance**
Frankfurt School of Finance & Management, Frankfurt (Germany)
Majors: Corporate Finance, Financial Economics, Development Finance
- 07/11 – 12/11 **Exchange Student**
Vancouver Island University, Nanaimo (Canada)
Major: Entrepreneurship
- 09/09 – 02/13 **B.Sc. in Management, Philosophy, and Economics**
Frankfurt School of Finance & Management, Frankfurt (Germany)
Majors: Quantitative Finance, Philosophy and Economics, Game Theory

Professional Experience

- since 03/18 **Chief Financial Officer**
Molecular Targeted Radiopharmaceuticals Holding GmbH, Waldburg (Germany)
- since 04/12 **M&A Consultant for Startup Transactions**
Mayerhöfer & Co Corporate Finance Beratung GmbH, Frankfurt (Germany)
- 05/14 – 08/17 **Chief Financial Officer (Shareholder from 05/14–08/16)**
Innvestment GmbH, Berlin (Germany)
- 01/12 – 03/12 **Intern (Rule of Law Program South East Europe)**
Konrad-Adenauer-Foundation, Bucharest (Romania)
- 01/10 – 05/11 **Student Trainee**
Bankhaus Main Asset Management AG, Frankfurt (Germany)

Academic Output

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| Journal Articles | <p>Blaseg, D., Schulze, C., & Skiera, B. (2020): "Consumer Protection on Kickstarter", <i>Marketing Science</i>, 39(1), 211-233.</p> <p>Blaseg, D., Cumming, D., & Koetter, M. (2021): "Equity Crowdfunding: High- or Low-Quality Entrepreneurs?", <i>Entrepreneurship Theory and Practice</i>, 45(3), 505–530.</p> <p>Blaseg, D. & Hornuf, L. (2023): "Playing the Business Angel: The Impact of Well-Known Business Angels on Venture Performance", <i>Entrepreneurship Theory and Practice</i>, (forthcoming).</p> |
| Working Papers | <p>Dushnitsky, G., Chan, C. & Blaseg, D. (2023): "<i>Title Suppressed</i>"</p> <p>Blaseg, D. & Schwienbacher, A. (2023): "<i>Title Suppressed</i>"</p> <p>Blaseg, D. & Schulze, C. (2023): "<i>Title Suppressed</i>"</p> <p>Wolfe, M., Patel, P., Chan, R. & Blaseg, D. (2023): "<i>Title Suppressed</i>"</p> |
| Work in Progress | <p>Blaseg, D. & Skiera, B. (2023): "Revenue Retention and Small Business Credit Scoring"</p> <p>Blaseg, D. & Mayer, S. (2023): "Judging a Pitch by its Cover? Experimental Evidence on the Role of Visual Aesthetics and Quality in Startup Pitch Decks"</p> <p>Blaseg, D. & Bolandifar, E. "Unmasked: The Paradox of Budget Transparency in Entrepreneurial Ventures".</p> |
| Other Publications | <p>Blaseg, D. & Schulze, C. (2021): "The Road to Failure is Paved with Good Discounts: How Premature Discounts Hurt Kickstarter Entrepreneurs and Consumers Alike", <i>Management and Business Review</i>, (forthcoming)</p> |
| Book Chapters | <p>Blaseg, D. & Koetter, M. (2016). "Crowdfunding and Bank Stress", In: P. Tasca, T. Aste, L. Pelizzon, & N. Perony (Eds.) <i>Banking Beyond Banks and Money</i> (pp. 17–54). Cham: Springer International Publishing.</p> |

Awards, Grants, & Honors

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| Research Awards | <ul style="list-style-type: none">- Roman Herzog Research Prize for Social Market Economy- Wolfgang-Ritter-Prize for Outstanding Research in Management- Research Award of the Corporate Finance and Capital Markets Foundation- Fürther Ludwig-Erhard-Prize- BAI Science Prize in Alternative Investments- INFORMS TIMES Best Dissertation Award |
| Best Paper Awards | <ul style="list-style-type: none">- Finalist for DRUID Best Paper at the DRUID22- Finalist for Best Conference Paper Award at the 3rd Toronto Fintech Conference- KSG Best Entrepreneurship Research Award at the 24th G-Forum- Best Paper Award on Entrepreneurial Cognition at the 80th Annual Meeting of the Academy of Management (MOC Division)- Abdul Ali Most Promising Research Award at the 32nd GRCME- KSG Best Entrepreneurship Research Award at the 22nd G-Forum- Best Paper Award at the 3rd EntFin Conference- Best Paper Award at the 8th Leuphana Conference on Entrepreneurship |
| Grants | <ul style="list-style-type: none">- Spanish Ministry of Science, Innovation and Universities: €55,000- Fellowship for Interdisciplinary Economics (Joachim Herz Stiftung): €12,500- Travel Grants "Forschungstopf" (Goethe University Frankfurt): €6,000 |
| Teaching Awards | <ul style="list-style-type: none">- Teaching Award (1st place) in the faculty-wide evaluation (Score: 5.5/6.0)- Teaching Award (2nd place) in the faculty-wide evaluation (Score: 5.5/6.0) |

Conferences, Talks & Workshops

- 2023
 - BSE Summer Forum Workshop on Entrepreneurship, Barcelona (Spain)
 - Workshop on Behavioral Perspectives in VC, Copenhagen (Denmark)
- 2022
 - MSI Seminar Series, Leuven (Belgium)
 - BSE Summer Forum Workshop on Entrepreneurship, Barcelona (Spain)
 - DRUID22, Copenhagen (Denmark)
 - INSEAD International Teachers Programme, Fontainebleau (France)
 - Annual Meeting of the Academy of Management (online)
 - Seminar Series, Ludwig Maximilian University of Munich, Barcelona (Spain)
 - Lindau Nobel Laureates Meeting in Economic Science, Lindau (Germany)
 - Conference on Field Experiments in Strategy, London (UK)
- 2021
 - Seminar Series, University of Bremen (online)
 - INFORMS Annual Meeting, (online)
 - Global Research Symposium on Marketing and Entrepreneurship (online)
 - Seminar Series, University of Tuebingen (online)
 - Annual Meeting of the Academy of Management (online)
- 2020
 - Strategy, Entrepreneurship and Innovation (SEI) Faculty Workshop (online)
 - Toronto FinTech Conference (online)
 - European Alternative Finance Research Conference (online)
 - G-Forum Conference (online)
 - Wharton Global Faculty Development Program (online)
 - Annual Meeting of the Academy of Management (online)
- 2019
 - INFORMS Annual Meeting, Seattle (USA)
 - Crowdfunding Symposium, Berlin (Germany)
 - Fintech & Digital Finance Workshop, Sophia-Antipolis (France)
 - Fellowship Meeting of the Joachim Herz Foundation, Hamburg (Germany)
 - Global Research Symposium on Marketing and Entrepreneurship, London (UK)
- 2018
 - G-Forum Conference, Stuttgart (Germany)
 - ICO Festival, Frankfurt (Germany)
 - Crowdfunding Symposium, Munich (Germany)
 - Conference on the Economics of ICT, Mannheim (Germany)
 - Summer Workshop for Young Economists, Mannheim (Germany)
 - DRUID18, Copenhagen (Denmark)
 - Entrepreneurial Finance Conference, Milan (Italy)
 - Conference on Entrepreneurial Financial Management, Berlin (Germany)
 - Conference of the European Marketing Academy, Glasgow (Scotland)
 - AMA Winter Academic Conference, New Orleans (USA)
 - Leuphana Conference on Entrepreneurship, Lueneburg (Germany)
- 2017
 - Conference of the European Marketing Academy, Groningen (Netherlands)
 - Crowdfunding Symposium, Berlin (Germany)
- 2016
 - Crowdfunding Symposium, Munich (Germany)
 - Entrepreneurial Finance Conference, Lyon (France)
- 2015
 - Annual Meeting of the Southern Finance Association, Captiva Island (USA)

Reviewing Activities

Ad Hoc Reviewer

Marketing Science, Journal of Marketing Research, Entrepreneurship Theory and Practice, Journal of Business Venturing, Journal of Business Ethics, Strategic Entrepreneurship Journal, Journal of Corporate Finance, Journal of Small Business Management, Journal of Interactive Marketing, Small Business Economics, Technological Forecasting & Social Change, Journal of Business Research, British Journal of Management, British Accounting Review, Finance Research Letters



Teaching Experience

ESADE Business School

- Bachelor Entrepreneurship (Elective), 2019–present
- Master Entrepreneurial Marketing (Core), 2019–present
- MBA Entrepreneurship (Core), 2019–2021
- Financing Growth and Innovation (Core), 2021–present

Goethe University Frankfurt

- Bachelor Marketing Analytics in Retail Banking, 2015-2018



Additional Skills

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| Software | Stata | ● ● ● ● ● | Python | ● ● ● ● ● | MS Office | ● ● ● ● ● |
| | R | ● ● ● ● ● | SQL | ● ● ● ● ● | LaTeX | ● ● ● ● ● |
| | Julia | ● ● ● ● ● | JavaScript | ● ● ● ● ● | Adobe Suite | ● ● ● ● ● |

- Personal Interests
- Conductor for wind orchestras (D3)
- Basketball referee (D license)
- Group leader at the Federal Agency for Technical Relief