

Thomas Hirschmann

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EDUCATION

- 2012 Finalization of doctoral dissertation about creativity and innovation, University of Mannheim
- 2006 Certificate for distinguished diploma thesis: evolutionary causation of risky consumer behavior
- 2006 Diploma in psychology, University Ludwig-Maximilian, Munich
- 2004 First legal bar exam and diploma in law from University Ludwig-Maximilian Munich, Germany
- 1996 German Abitur, university entrance qualification

EMPLOYMENT & PROFESSIONAL ACTIVITIES

- 2011-present INNOVATION IDENTITY Innovation Consulting (co-owned, www.innovation-identity.com)
Conceptual Innovation consulting for big and medium-sized organisations.
- 2010-present EVONOVATION Evolutionary Innovation Consulting (co-owned, www.evonovation.com)
Innovation consulting for clients from various industries.
- 2009-present XYNESIS Psychological Consulting (own company)
Consulting and project management for clients from various industries.
- 2008-2009 Dr. Axel Berg, member of the German parliament
Coordination and communication of political strategies
- 2006-2008 BMW AG, marketing department of motorcycles division, Munich
Project management of innovation processes within marketing
- 2005 Allianz AG, Munich
Development of an online assessment center for sales personnel
- 2004-2005 Estée Lauder GmbH, Munich
Audit according to Sarbanes-Oxley-regulations
- 2004-2005 BMW AG, motorcycles division, Munich
Marketing research, survey on motives and impact of motorcycle riding
- 2001 Allianz Venture Partners, Venture Capital division of Allianz AG
Analyzing financial markets as basis for investment decisions (interning position)
- 1999 Daar & Newman, attorney's office, Los Angeles
Research and preparation for legal proceedings (interning position)
- 1999 EADS N.V., Munich
Translation of US construction manuals

ACADEMIC AFFILIATIONS

- 2012 Department for Economic Psychology, University of Osnabrück
- 2009-present Department for Economic Psychology, University of Mannheim
- 2008 Max-Planck-Institute for Human Ethology, Andechs
- 2006-2008 Department for Organisational and Economic Psychology, University Ludwig-Maximilian, Munich

RESEARCH INTERESTS

Relationship between creativity and innovation on individual and social level, organizational aspects of innovation, open innovation, new concepts of work and collaboration, business 2.0, biological bases of creativity and innovation, flexibility of organizational identities as precondition for innovation, lego serious play as innovation method, rapid prototyping, design thinking, entre- and intrapreneurship.

RELEVANT EXPERIENCE

Planning, realization and evaluation of both internal and external idea competitions within the automotive industry. Laboratory experiment on the relationship between stress and creativity, involving the measurement of both biological (saliva cortisol) and psychological stress markers (subjectively perceived stress) with 253 participants in four different conditions and subsequent evaluation of the effects of stress on creativity. Post-study on the relationship between resilience and creativity. Qualitative case study on situations fostering creativity and innovation with N = 284 participants.

TEACHING

Motivational psychology, at German federal agency (Instructor)
 Criminal law, at University of Bayreuth, Germany (Instructor)
 Creativity: theoretical foundations and applied techniques, Hochschule für Technik und Wirtschaft HTW Chur, Switzerland (Instructor)

GRANTS & AWARDS

2011 InnoCente Challenge „Games for Health“ Award
 2003 German National Academic Foundation Fellowship
 2002 Friedrich Ebert Foundation Fellowship

ORGANIZATIONS

- International Society for Human Ethology
- European Human Behaviour and Evolution Association
- NorthEastern Evolutionary Psychology Society
- Applied Evolutionary Psychology Society

LANGUAGE SKILLS

- German (mother tongue)
- English (business fluent)
- Spanish (fluent, Diploma de Español como Lengua Extranjera Superior)
- French (basic knowledge)
- Czech (second mother tongue, basic knowledge)

SERVICE

- Organization of 2nd Annual Workshop of the Applied Evolutionary Psychology Society, Plymouth, 2012
- Organization of 1st Annual Workshop of the Applied Evolutionary Psychology Society at Binghamton, 2011
- Secretary of the Applied Evolutionary Psychology Society

PUBLICATIONS

BOOK CHAPTERS:

Hirsig, C. & Hirschmann, T. (2010). Atizo: Unterststützung durch Produkt-, Dienstleistungs- und Marketing-ideen. In: Gassmann, O. (Ed.) Crowdsourcing. Innovationsmanagement mit Schwarmintelligenz. Interaktiv Ideen finden. Kollektives Wissen effektiv nutzen. Mit Fallbeispielen und Checklisten.

ARTICLES:

Hirschmann, T. & Mueller, K. (2011). Social value creation: outline and first application of a resource management approach to innovation. *International Journal of Innovation and Sustainable Development*, Vol. 5, Nos. 2/3, 276-91.

Hirschmann, T., Hirschmann, T.A., & Doll, B. (2012). Seriously Playing with Identity – theoretical and practical Implications of the Concept of “Innovation Identity”. In: R. Lang and E. Müller (eds.) *Proceedings of the International Symposium on Innovation Methods and Innovation Management*, 29-30 March 2012, Chemnitz, on CD, ISBN: 978-3-00-037763-1

ARTICLES IN PREPARATION:

Hirschmann, T. (2012). Does Stress undermine Creativity in Rewarded Divergent Thinking Tasks? *Journal for Creativity Research*, Vol. X, No. x, xxx-xxx.

Hirschmann, T. & Vogeser, M. (2012). The Ambivalent Role of Cortisol in Creative Cognition. *Journal of Neuroimmunology*, Vol. X, No. x, xxx-xxx.

Hirschmann, T. & Hartley, N. (2012). Resilience as Biopsychological Underpinning of Trait-Creativity in Stressed Contexts. *Biological Psychology*, Vol. X, No. x, xxx-xxx.

Hirschmann, T. (2012). 20 Case Studies in Creative Behavior. *Journal for Creativity Research*, Vol. X, No. x, x-x.

Armenti, N., Hirschmann, T., & Mayer, B. (2012). The Adaptive Translation of Evolutionary Theory and Research Findings Into Practical, Evolutionarily Informed Solutions. *Journal of Social, Evolutionary, and Cultural Psychology*, Vol. X, No. x, x-x.

PRESENTATIONS, DISCUSSIONS, & WORKSHOPS

PRESENTATIONS:

Hirschmann, T. (2010). Stress & Creativity. A Hormetic Relationship to Optimize the Social Adaption of the Phenotype? Presentation given at the 20th Biennial Congress of the International Society for Human Ethology, Madison, Wisconsin. August 1-5, 2010. http://conferencing.uwex.edu/conferences/ishe/documents/ISHE_web_program7-23-10.pdf

Mayer, B. & Hirschmann, T. (2011). Standards for the Practical Application of Evolutionary Psychology (EP) – First Sketches for an Applied EP Whitepaper. Presentation given at the 1st Workshop of the Applied Evolutionary Psychology Society at Binghamton, New York, April 1, 2011. http://www.aepsociety.org/uploads/1/0/2/4/10249682/aep_whitepaper.pdf

DISCUSSIONS:

Lehni, L., Wullimann, L., Nörtemann, K., Hirschmann, T., Boos, D., Meier, P., Kikos, K., Purkathofer, M., & Mehler, S. (2012). Panel Discussion on Crowdfunding at the Rote Fabrik in Zürich, April 13th, 2012. <http://www.rotfabrik.ch/en/dock18/eventdetail.php?id=14866>

WORKSHOPS:

Hirschmann, T. & Hirsig, C. (2012). Open for Cross-Pollination – setting the Stage for Open Inter Industry Innovation. Workshop at the International Symposium on Innovation Methods and Innovation Management, Chemnitz, 29-30 March, 2012. <http://isim.tu-chemnitz.de/workshops.html>

REFERENCES

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