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WU Vienna University of Economics and Business

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EDUCATION

1984 - 1991

WU (Vienna University of Economics and Business), Vienna, Austria
MA in business administration
(Majors: organizational behavior and theory, marketing, management information systems)
Graduation: June 1988

Ph.D. in business administration
(Majors: general business administration, organizational behavior, marketing)
Dissertation title:
University Culture and its Implications on Strategic Marketing Planning of Universities
Graduation: June 1991

Habilitation (Tenure work) completed on March 12, 1999
Title of habilitation monograph *Adaptive University Structures: An Analysis of Adaptation to Socioeconomic Environments of US and European Universities (published in 1999)*

1982 - 1984

University of Vienna, Vienna, Austria
Undergraduate classes in Law

1981 - 1982

Pepperdine University, Malibu, California
Undergraduate classes in Psychology, English, and Computer Science

CURRENT POSITION

Professor of Higher Education Management
Department of Strategy and Innovation, Institute for Higher Education Management, WU

Visiting Professor from October 2015 to September 2016
University of Zurich

- ❖ *Department of Business Administration*
- ❖ *CHESS Center for Higher Education and Science Studies*

WORK EXPERIENCE

Vice-Rector
Research, International Affairs and External Relations, WU, 2003-2015

Vice-Rector
International Relations, WU, March 15, 2002 to October 1, 2003

Acting Assistant Professor
Stanford University, School of Education, September 15, 1996 to June 15, 1997

Visiting Research Fellow
Stanford Institute for Higher Education Research (SIHER) and National Center for Postsecondary Improvement (NCPI), Stanford University, June 15, 1997 to August 31, 1997

Visiting Research Scholar from September 1992 to April 1994

- ❖ *New York University – Stern School of Business, Department of Information Systems*
- ❖ *The University of Michigan - School of Education*
- ❖ *University of California at Berkeley - Center for the Studies in Higher Education*

Special Assistant to the Rector at WU, September 1988 - March 1991

University planning and development; collecting key data for the university; publishing of university-wide newspaper; preparing materials for decision-making at top university level

TEACHING EXPERIENCE

GRADUATE COURSES

- ❖ *Research seminar in higher education*
- ❖ *Higher education management*
- ❖ *Advanced topics in higher education: Adaptation and change*
- ❖ *Field research in higher education*
- ❖ *IT in nonprofit organizations*
- ❖ *E-learning and knowledge management in nonprofit organizations*

UNDERGRADUATE COURSES

- ❖ *Introduction to information processing (computer workshop)*
- ❖ *Management information systems*

SEMINARS

- ❖ *Future trends of information technology*
- ❖ *Establishment of an alumni club at WU*
- ❖ *Systems analysis and university management*
- ❖ *Development of a WWW homepage for the Department of Management Information Systems*
- ❖ *Success factors of university information systems*
- ❖ *Uses of the Internet at Austrian companies*
- ❖ *Survey of Austrian households regarding the potential of online grocery shopping*
- ❖ *Internet-based business education*
- ❖ *International trends of university governance and leadership*
- ❖ *University and markets*
- ❖ *Internationalization strategies of business schools in Europe and the US*
- ❖ *Change strategies of administrative units at Austrian universities*
- ❖ *Personnel development within universities in Austria*

RESEARCH INTERESTS

- ❖ *Leadership and organization in higher education*
- ❖ *University adaptation and change*
- ❖ *International and comparative higher education*
- ❖ *Globalization of higher education systems*
- ❖ *Business modeling for universities*

PUBLICATIONS

BOOKS

1. Sporn, B., *Adaptive University Structures: An Analysis of Adaptation to Socioeconomic Environments of US and European Universities*. Jessica Kingsley, London 1999.
2. Dill, D., Sporn, B. (Eds.), *Emerging Patterns of Social Demand and University Reform: Through a Glass Darkly*. Pergamon, Oxford 1995.
3. Sporn, B., *University Culture and its Implications on Strategic Marketing Planning of Universities*. Physica-Verlag, Heidelberg 1992.

BOOK CHAPTERS

1. Badelt, Ch., Sporn, B., *Business School's Corporate Social Responsibility: Practice What You Preach*, Morsing, M., Sauquet Rovira, A. (Eds.), *Business Schools and their Contribution to Society*, (CEMS), Sage Publications: London, 2011
2. Sporn, B., *Steuerung autonomer Universitäten: Erfahrungen mit der österreichischen Universitätsreform* in: Rolf v. Lüde (Ed.): *Neue Wege der Hochschulgovernance (New Forms of University Governance)*, Hamburg University Press, 2010.
3. Sporn, B., *Management of and in Higher Education Institutions*, Barry McGaw, Penelope Peterson and Eva Baker (Eds.), *The International Encyclopedia of Education*, 3rd Edition, Elsevier, 2010.
4. Sporn, B., *Informationstechnologie und NPOs*. Ch. Badelt, M. Meyer, R. Simsa (Eds.), *Handbuch der Nonprofit Organisation (4. Auflage)*, Schäffer Poeschel: Stuttgart 2007.
5. Sporn, B., *University Adaptation and Gender Equality: A Case Study of the Vienna University of Economics and Business Administration*, Danowitz Sagaria, M.A. (Ed.), *Women, Universities, and Change: Gender Equity in the European Union and the United States*. Palgrave MacMillan: Oxford, 2007.
6. Sporn, B., *Governance and Administration: Organizational and Structural Trends*, Altbach, Ph., Forrest, J. (Eds.), *International Handbook of Higher Education*, Dordrecht: Kluwer, 2006.
7. Sporn, B., *Trends relating to higher education in Europe: an overview*, Eggins, H. (Ed.), *Globalization and Reform in Higher Education*, Berkshire: Open University Press, 2003.
8. Sporn, B., *Management in Higher Education: Current Trends and Future Perspectives in European Colleges and Universities*, Begg, R. (Ed.), *Higher Education Research, Policy and Practice: 25 Years of Dialogue*, Dordrecht: Kluwer, 2003.
9. Sporn, B., *Universities and science and technology: Europe*. N. J. Smelser & P. B. Baltes (Ed.), *International Encyclopedia of the Social & Behavioral Sciences*, Oxford: Pergamon 2002.
10. Sporn, B., *Informationstechnologie und NPOs*. Ch. Badelt (Ed.), *Handbuch der Nonprofit Organisation*, Schäffer Poeschel: Stuttgart 2002.
11. Sporn, B., *NPOs im Bildungsbereich: Internationale Entwicklungen des Universitätssektors und Konsequenzen für das Universitätsmanagement*. (Nonprofit organizations and educational policies: International trends of the postsecondary industry and its implications for university management). R. Simsa (Ed.), *Management der Zivilgesellschaft: Spezifische Herausforderungen in Nonprofit Organisationen*. Schäffer-Poeschel, Stuttgart 2001.
12. Gumport, P., Sporn, B., *Institutional Adaptation: Demands for Management Reform and University Administration*. J. Smart (Ed.), *Higher Education: Handbook of Theory and Research*, Volume XIV, Agathon, New York 1999.
13. Sporn, B., *Current Issues and Future Priorities for Higher Education Systems: Selected Perspectives from Continental Europe*, Ph. Altbach & P. McGill Peterson (Eds.), *Higher Education in the 21st Century: Global Challenge and National Response*. Institute of International Education and the Boston College Center for International Higher Education, New York 1999.
14. Sporn, B., *Adaptation Processes at Universities: Organizational Implications of a Complex Environment*. Leitner, E. (Ed.), *Educational Research and Higher Education Reform in Eastern and Central Europe*. Beiträge zur Vergleichenden Bildungsforschung, Vol. 6, Peter Lang, Frankfurt/Main 1998.

15. Maier, G., Sporn, B., *Universitäten zwischen Bürokratie und Markt. Bildungssysteme im Vergleich (Universities between Bureaucracy and Market: A Comparison of Higher Education Systems)*. Mosser, A., Palme, H., Pfeiffle, R., Pichler, J. H. (Eds.), Bildung und Bildungsauftrag. Band III, Teilband 1, Ueberreuter, Wien 1998.
16. Sporn, B., Miksch, G., *Developing an Information Strategy: Experiences from the Vienna University of Economics and Business Administration*. OECD (Ed.), Managing Information Strategies in Higher Education, OECD Documents, Paris 1996.
17. Dill, D., Sporn, B., *The Implications of a Postindustrial Environment for the University: An Introduction*. Dill, D., Sporn, B. (Eds.), Emerging Patterns of Social Demand and University Reform: Through a Glass Darkly, Pergamon, Oxford 1995.
18. Dill, D., Sporn, B., *University 2001: What will the University of the 21st Century Look Like?* Dill, D., Sporn, B. (Eds.), Emerging Patterns of Social Demand and University Reform: Through a Glass Darkly, Pergamon, Oxford 1995.
19. Sporn, B., *More than Student or Staff Mobility - Thoughts on a Comprehensive Research Agenda for International Education*. Institute of International Education (Ed.), Open Doors 1993-1994 - Report on International Educational Exchange, Institute of International Education, New York 1994.
20. Sporn, B., *Eine Analyse des Zusammenhangs von Informationskultur und der Absicherung von langfristigen Erfolgspotentialen in Organisationen (Analysis of the Relationship between Information Culture and Competitive Advantages in Organizations)*. Eschenbach, R. (Ed.), WU Jahrestagung 1993 - Forschung für die Wirtschaft, im Mittelpunkt der Mensch, Service Fachverlag, Wien 1993.
21. Sporn, B., Alkier, L., *Frauen und EDV? - Zur Situation der Frau in der EDV-Ausbildung (Women and Computing? - The Status of Women in Computing Science)*. Buchmayr, R., Ivancevic, B., Wagner, I. (Eds.), Vergleichsweise ungleich - Zur Situation der Frauen in Wirtschaft, Wissenschaft und Forschung, Service-Fachverlag, Wien 1992.
22. Sporn, B., *Dienststelle für Planung und Organisationsentwicklung - Wirtschaftsuniversität Wien (Description of the Office for Organizational Planning and Development at the Wirtschaftsuniversität Wien)*. Bundesministerium für Wissenschaft und Forschung (Ed.), Besondere Dienststellen für Planung und Organisationsentwicklung, Bundesministerium für Wissenschaft und Forschung, Wien 1991.

ACADEMIC JOURNAL ARTICLES

1. Rhoades, G., Sporn, B., *Quality Assurance in Europe and the U.S.: Professional and Political Economic Framing of Higher Education Policy*, Higher Education, 2002, 43(3): 355-390.
2. Rhoades, G., Sporn, B., *New models of management and shifting modes and costs of production: Europe and the United States*, Tertiary Education and Management, 8/1, 2002: 3-28.
3. Sporn, B., *Building Adaptive Universities: Emerging Organizational Forms Based on Experiences of European and US Universities*. Tertiary Education and Management, 7/2, 2001: 121-134.
4. Sporn, B., *Towards more adaptive universities: Trends of institutional reform in Europe*, Higher Education in Europe, 24/1, 1999: 23-33.
5. Sporn, B., Schuster, A., *Potential for Online Grocery Shopping in the Urban Area of Vienna*. Electronic Markets, Special Issue: Electronic Commerce in Europe, 98/2: 13-16.
6. Sporn, B., *Reforming Higher Education in Austria: Challenges and Problems*, in: International Higher Education, Number 11, Spring 1998: 2-4.
7. Sporn, B., *Managing University Culture: An Analysis Of the Relationship Between Institutional Culture And Management Approaches*. Higher Education, 32/1, 1996: 41-61.
8. Sporn, B., *Adaptation Processes at Universities: Organizational Implications of a Complex Environment*. Tertiary Education and Management, 1/1, 1995: 72-75.
9. Sporn, B., *Universities Facing Crises: Management of Adaptation Processes in the United States*. EDUCATIO, 1994/2: 212-220.

MISCELLANEOUS ARTICLES

1. Sporn, B., Machen es die anderen besser? Das Schweizer Hochschulsystem im internationalen Vergleich, Schweizer Monatshefte, Nr. 5/6, 28-30, 2004.
2. Sporn, B., Convergence or difference in international higher education policy: Lessons from Europe, Ford Policy Forum, 2003: 31-44.
3. Sporn, B., *Strategische Marketing-Planung an Universitäten - kulturelle und organisatorische Aspekte eines umfassenden Prozesses (Cultural and Organizational Aspects of Strategic Marketing Planning at Universities)*. der markt, Zeitschrift für Absatzwirtschaft und Marketing, 121/31, 1992/2: 94-101.
4. Sporn, B., *The Effects of Organizational Culture on Strategic Marketing Planning at Universities*. Carolina Planning: University and Planning, 19/1, 1993: 53-55.

RESEARCH REPORTS

1. Sporn, B., Aeberli, Ch., *Hochschule Schweiz. Ein Vorschlag zur Profilierung im internationalen Umfeld (Higher Education in Switzerland: Suggestion for International Profile Development)*. Research Report, Avenir Suisse, Zürich 2004.
2. Sporn, B., Schuster, A., *Das Marktpotential für den elektronischen Lebensmitteleinzelhandel in Österreich (Market Potential for Electronic Shopping in Austria)*. Research Report, Department of Information Systems, Wirtschaftsuniversität Wien, Wien 1998.
3. Kiessling, U., Schweeger, T., Sporn, B., *Nutzen des Internet für österreichische Unternehmen (Uses of the Internet at Austrian Companies)*. Research Report, Department of Information Systems, Wirtschaftsuniversität Wien, Wien 1996.

HONORS, AWARDS, AND GRANTS

1999

- ❖ *Senator Wilfling Research Award 1999, WU*
- ❖ *Best Paper Award 1999, Verband der Hochschullehrer für Betriebswirtschaft (German Academic Association for Business Research)*

1993

- ❖ *"Schrödinger-Scholarship", Austrian Science Foundation*

1992

- ❖ *Fulbright Traveling Scholarship, Fulbright Commission*
- ❖ *Scholarship of the Austrian Trade Commission*
- ❖ *Scholarship of the Austrian National Bank*

1991

- ❖ *Scholarship for excellent achievements during doctoral studies, WU*

PROFESSIONAL ACTIVITIES

BOARD MEMBERSHIPS

- ❖ *China Europe International Business School (CEIBS), Shanghai, China*
- ❖ *Université Paris-Dauphine Advisory Board, France*
- ❖ *International Professional and Academic Advisory Board (IPAAB), LUISS School of Business and Management, Rome, Italy*

NATIONAL AND INTERNATIONAL ASSOCIATIONS AND NETWORKS

- ❖ *European Foundation for Management Development (EFMD)*
 - ❖ *R&D Committee*
 - ❖ *EQUIS Committee*
- ❖ *Member, Austrian American Educational Commission (Fulbright Commission), Austria*

- ❖ *Board Member, Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH)*
- ❖ *Board Member, Vienna Science and Technology Fund, 2002-2015*
- ❖ *Member of the Executive Board and Globalization Committee, CEMS, The Global Alliance in Management Education, 2002-2015*
- ❖ *Chair, Partnership of International Management (PIM), 2003-2006*
- ❖ *Member, Board of Directors, UniManagement, Turin, 2007-2012*

JOURNALS

- ❖ *Editor "Tertiary Education and Management" - TEAM , Springer (2000-2010)*

MEMBERSHIPS

- ❖ *European Academy of Sciences and Arts*
- ❖ *German Academic Association for Business Research (VHB)*
- ❖ *Commission within the German Academic Association for Business Research (VHB) focused on University Management*
- ❖ *Academy of Management (AOM)*
- ❖ *Consortium of Higher Education Researchers (CHER)*
- ❖ *Association for the Study of Higher Education (ASHE)*
- ❖ *American Educational Research Association (AERA), Division J*

VIENNA, OCTOBER 2015
