

## Curriculum Vitae

Leona Brust, M.Sc.

Innovation, Strategy, and Organization Group (ISO)  
 TIME Research Area  
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## Academic Employment

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- Since 08/2016 **Research Associate**, Innovation, Strategy, and Organization (ISO) Research Group, TIME Research Area, School of Business and Economics, RWTH Aachen University, Germany
- 09/2015-07/2016 **Research Assistant**, Innovation, Organization and Strategy (ISO) Research Group, TIME Research Area, School of Business and Economics, RWTH Aachen University, Germany
- 10/2012-07/2014 **Research Assistant**, Operations Management (OM) Research Group, ORM Research Area, School of Business and Economics, RWTH Aachen University, Germany

## Education

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- Since 08/2016 **Ph.D. Candidate** and member of the Innovation, Strategy, and Organization (ISO) Research Group, TIME Research Area, School of Business and Economics, RWTH Aachen University, Germany (supervised by Torsten-Oliver Salge)  
 Summer School Applied Social Network Analysis using Advanced Data Mining (RWTH Aachen, 2016)
- 10/2013-07/2016 **M.Sc.** (Master of Science) in Business Administration (majors in Corporate Development and Strategy), School of Business and Economics, RWTH Aachen University, Germany, with four months of study at the ESC Rennes School of Business, Rennes, France and two month at the University of Melbourne, Melbourne, Australia  
 Summer School Introduction to the Publication Process in Peer-Reviewed Journals (RWTH Aachen, 2015)
- 10/2010-09/2013 **B.Sc.** (Bachelor of Science) in Business Administration, School of Business and Economics, RWTH Aachen University, Germany
- 06/2009 **Abitur** in German, History, Mathematics, and English, Freie Waldorfschule Rhein-Sieg, Saint Augustin, Germany, with one months of study in Saint Petersburg, Russia

## Professional and Consulting Experience

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- 01/2013-04/2013 Student internship at **AachenMünchener**, insurance company, Aachen, projects in Human Resource Marketing
- 07/2012-06/2016 Elected Student Representative at Student Council, School of Business and Economics, RWTH Aachen University, Germany

## Teaching Experience

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- 10/2016-03/2017 Corporate Governance (Coaching)
- 04/2017-09/2017 Organization Theory (Coaching)

## Languages

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German	Mother Tongue
English	Proficiency
French	Basic Level
Russian	Basic Level

## Research Interests

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Topics	Text Mining, Service-Dominant Logic and Information Systems
Methods	Topic Modeling, Regression Analyses, Survey Research, Interviews
Software	Stata, SPSS, R,

## Publications and Working Papers

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- Brust, L., Breidbach, C., Antons, D., Salge, T.O. (2017). "Service- Dominant Logic and Information Systems Research: A Review and Analysis Using Topic Modelling", in *Proceedings of the 38th International Conference on Information Systems (ICIS)*. Seoul, Korea, 2017. **[VHB-Jourqual 3: A]**
- Brust, L., Papen, M.-C., Schumacher, M.-B. & Siems, F.U. (2015): "Poka Yoke für Dienstleistungen – Ein Ansatz zur Vermeidung von Kundenfehlern", in: Bruhn, Manfred & Hadwich, Karsten (Eds.), *Interaktive Wertschöpfung durch Dienstleistungen: Strategische Ausrichtung von Kundeninteraktionen Geschäftsmodellen und sozialen Netzwerken*. Forum Dienstleistungsmanagement, Wiesbaden: Springer Fachmedien Wiesbaden, pp.169–189.