



## PD Dr. Marcus Keupp

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## Biography

From 1997-2002 studied Business Administration at the University of Mannheim and the Warwick Business School (England). After international activities in industry, as consultant and analyst until 2004 emigration to Switzerland. From 2004-2008 research associate at the Institute of Technology Management at the University of St.Gallen, at the same time doctorate at the University of St.Gallen (summa cum laude). From 2008-2012 Head of the Competence Center «Research Lab» with independent budget and personnel responsibility as well as acquisitions of third-party funds, at the same time cumulative habilitation at the University of St.Gallen. In 2013, appointment as private lecturer at the University of St.Gallen. 2012 Call to the University of Leeds (rejected). On 01.01.2013 appointment as lecturer in military economics at the Military Academy at ETH Zurich.

You can find more information on the following website  
[www.researchgate.net/profile/Marcus-Keupp](http://www.researchgate.net/profile/Marcus-Keupp)

## Main Areas of Research

Under the direction of PD Dr. M.M. Keupp, The Military Economics Lectureship deals with the following research topics. Results of the projects are published extensively in books and articles in scientific journals. The latest "Military Economics" was published by Springer. This book deals with the economic problems of military organizations from an institutional point of view. It examines the efficiency and effectiveness of military performance in the sense of capability-based command and control of the armed forces.

Constitutional, historical and economic considerations complete the analysis.

- Strategic technology and innovation management
- Institutional economics
- Economic analysis of legal and regulatory requirements
- Security of critical infrastructure
- Modern economic warfare
- Economics of Cybersecurity

PD Dr. M.M. Keupp has received numerous awards for this achievements in academic research:

Aug 2014

Journal of Management, Scholarly Impact Winner

Oct 2012

Handelsblatt Ranking Business Administration, again listed in the «Top 100 Researchers under 40 years»

Oct 2010

University of St. Gallen, Business Innovation Junior Scientist Award (runner-up)

Oct 2009

Strategic Management Society, Best Paper Award (runner-up)

Mar 2009

Handelsblatt Ranking Business Administration, again listed in the «Top 100 Researchers under 40 years»

Sep 2008

University of St. Gallen, Award for the Best Dissertation of the Academic Year 2008-2009.

## Teaching

The lectureship teaches economics, business administration and military economics based on a liberal understanding of the state and theoretical foundation in New Institutional Economics. Training is provided in the following subjects:

- Bachelor of Science in Political Science for candidates for career officers
- Diploma Postgraduate Course (DAS) for career officers at the ETH Zurich
- Training "cost-conscious leadership" for senior management V
- One-day workshop module in MAS SPCM
- Modules lasting several days in the supplementary training courses 1 and 2
- Three week training course for military school cadet officers

In addition, Pd Dr. Keupp teaches courses at the University of St.Gallen in the field of technology management at Bachelor and Master level.

PD Dr. Keupp received the "Golden Owl" of ETH Zurich in November 2013 in recognition of outstanding achievements in teaching.

## Publications

**See German site**