

# Christina Lubinski

Copenhagen Business School, Centre for Business History  
Currently: Visiting Professor of Clinical Entrepreneurship  
Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business  
University of Southern California  
610 Child's Way, Los Angeles, CA 90089-3365, USA  
Phone (office): +1 (213) 740-9865  
Email: [Christina.Lubinski@marshall.usc.edu](mailto:Christina.Lubinski@marshall.usc.edu)

## TEACHING AND RESEARCH AREAS

---

Business History  
Entrepreneurship Studies  
Strategic Management

## EDUCATION

---

2010/11            Harvard Business School  
                         Postdoctoral Fellow, Entrepreneurial Management Unit

2009                University of Goettingen, Germany  
                         PhD in Business History (Summa Cum Laude)

2005                University of Goettingen, Germany  
                         Master in History and Business Administration

## CURRENT ACADEMIC APPOINTMENT

---

2018–2019            Visiting Professor of Clinical Entrepreneurship  
                         Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business,  
                         University of Southern California, Los Angeles, CA

04/2014–Present    Associate Professor (tenured) at Copenhagen Business School

                         Academic Director of 2-year full-time master's program "Organizational  
                         Innovation and Entrepreneurship" (since 2015)

## PREVIOUS ACADEMIC APPOINTMENTS

---

07/2011–03/2014    Research Fellow, German Historical Institute Washington DC, USA

07/2010–06/2011    Harvard-Newcomen Postdoctoral Fellow, Harvard Business School,  
                         Entrepreneurial Management Unit, Boston MA, USA

04/2010                Visiting Fellow, Faculty of Economics and Business, Universitat de Barcelona,  
                         Spain

10/2009–06/2010    Research Fellow, German Historical Institute Washington DC, USA

2005-2009            PhD Fellow by Gerda Henkel Foundation (1 year) and German Research  
                         Foundation (3 years), Germany

## AWARDS AND HONORS

---

- 2016 DSEB (Danish Society for Education and Business) Education Prize 2016 for redesigning the Copenhagen Business School master "Organizational Innovation and Entrepreneurship"
- 2015 Henrietta Larson Article Award for the best article in *Business History Review* in 2015 for "Global Trade and Indian Politics"
- 2015 International Business' Best Teacher Award of the academic year 2015/2016, Copenhagen Business School
- 2014 European Business History Association Best Paper Prize for "Making India or Made in India? Nationalistic Consumption and European Business in Pre-Independence India," Annual Meeting 2014, Utrecht, Netherlands
- 2013 Oxford Journals Article Prize for the best article in *Enterprise & Society* for "Managing Political Risk in Global Business" (with Geoffrey Jones)
- 2010 Prize for Business History by the German Society for Business History for the best research monograph in 2010 for "Family Business in Germany: Corporate Governance and Shareholder Relations since the 1960s" (Beck 2010)

## PUBLICATIONS

---

### Books (authored and edited)

- Da Silva Lopes, T., C. Lubinski and H. Tworek, eds. (forthcoming 2018). *Routledge Companion to the Makers of Global Business*. New York, Routledge.
- Lubinski, C., J. R. Fear and P. Fernández Pérez, eds. (2013). *Family Multinationals: Entrepreneurship, Governance, and Pathways to Internationalization*. New York, Routledge.
- Berghoff, H., U. Jensen, C. Lubinski and B. Weisbrod, eds. (2013). *History by Generations: Generational Dynamics in Modern History*. Göttingen, Wallstein Verlag.
- Lubinski, C. (2010). *Family Business in Germany: Corporate Governance and Shareholder Relations since the 1960s* [Familienunternehmen in Westdeutschland: Corporate Governance und Gesellschafterkultur seit den 1960er Jahren]. München, C.H.Beck.
  - Winner of the Prize for Business History 2010 by the German Society for Business History

### Manuscripts and Work in Progress

- McLaren P., JC. Spender, S. Cummings, E. O'Connor, T. Bridgman, G. Durepos and C. Lubinski, eds. (scheduled for 2021) *Academy of Management Learning and Education* Special Issue "New Histories of Business Schools and How They May Inspire New Futures."
- Lubinski, C. and R. D. Wadhvani (forthcoming 2018) "International Entrepreneurship and Business History: Exploring the Intersections." In *Routledge Companion to the Makers of Global Business*, edited by Teresa Da Silva Lopes, Christina Lubinski and Heidi J. S. Tworek. New York: Routledge.
- Lubinski, C. and R. D. Wadhvani (working paper). "Geopolitical Jockeying: Economic Nationalism and Multinational Strategy in Historical Perspective."

## Peer-Reviewed Articles

- Lubinski, C. (forthcoming). "From 'History as Told' to 'History as Experienced': Contextualizing the Uses of the Past." *Organization Studies* Special Issue "Uses of the Past: History and Memory in Organizations and Organizing," <https://doi.org/10.1177/0170840618800116>.
- Lubinski, C. (forthcoming). "Business Beyond Empire: German Multinationals in Pre- and Post-Independence India (1890s to 1960s)." *South Asia: Journal of South Asia Studies*, <https://doi.org/10.1080/00856401.2018.1477438>.
- Lubinski, C., V. Giacomini and K. Schnitzer (forthcoming). "Internment as a Business Challenge: Political Risk Management and German Multinationals in Colonial India (1914-1947)." *Business History*, <https://doi.org/10.1080/00076791.2018.1448383>.
- Wadhvani, R. D. and C. Lubinski (2017) "Reinventing Entrepreneurial History." *Business History Review* **91**(4): 767-99, <https://doi.org/10.1017/S0007680517001374>.
- Lubinski, C. and A. Steen (2017). "Traveling Entrepreneurs, Traveling Sounds: The Early Gramophone Business in India and China." *Itinerario* **41**(2): 275-303, <https://doi.org/10.1017/S0165115317000377>.
- Lubinski, C. (2016). "Nationalistic Tunes: Western Gramophone Companies and Indian Nationalism before World War I" ["Die nationalistische Note: Westliche Grammophone und indischer Nationalismus vor dem Ersten Weltkrieg."] *Historische Anthropologie* **24**(1): 27-49, <https://doi.org/10.7788/ha-2016-0103>.
- Lubinski, C. (2015). "Global Trade and Indian Politics: The German Dye Business in India before 1947." *Business History Review* **89**(3): 503-530, <https://doi.org/10.1017/S0007680515000707>.
  - Winner of the *Henrietta Larson Article Award for the best article in Business History Review in 2015*.
- Lubinski, C. (2015). "Local Responsiveness in Distant Markets: Western Gramophone Companies in India before World War I." *Management and Organizational History* **10**(2): 170-188, <https://doi.org/10.1080/17449359.2015.1029945>.
- Lubinski, C. and M. Kipping (2015). "Translating Potential into Profits: Foreign Multinationals in Emerging Markets since the Nineteenth Century." *Management and Organizational History* **10**(2): 93-102, <https://doi.org/10.1080/17449359.2015.1029947>.
- Lubinski, C. (2014). "Liability of Foreignness in Historical Context: German Business in Preindependence India (1880-1940)." *Enterprise & Society* **15**(4): 722-758, <https://doi.org/10.1017/S1467222700016098>.
- Jones, G. and C. Lubinski (2014). "Making 'Green Giants': Environment Sustainability in the German Chemical Industry, 1950s-1980s." *Business History* **56**(4): 623-649, <https://doi.org/10.1080/00076791.2013.837889>.
- Jones, G. and C. Lubinski (2012). "Managing Political Risk in Global Business: Beiersdorf 1914-1990." *Enterprise & Society* **13**(1): 85-119, <https://doi.org/10.1017/S1467222700010946>.
  - Winner of the *Oxford Journals Article Prize 2013* for the best article in *Enterprise & Society* in 2012.
- Lubinski, C. (2011). "Path Dependency and Governance in German Family Firms." *Business History Review* **85**(4): 699-724, <https://doi.org/10.1017/S0007680511001164>.
- Stamm, I. and C. Lubinski (2011). "Crossroads of Family Business Research and Firm Demography: A Critical Assessment of Family Business Survival Rates." *Journal of Family Business Strategy* **2**(3): 117-127, <https://doi.org/10.1016/j.jfbs.2011.07.002>.

- Lubinski, C. (2011). "Succession in Multi-Generational Family Firms: An Explorative Study into the Period of Anticipatory Socialization." *Electronic Journal of Family Business Studies* 5(1-2): 4-25, <http://urn.fi/URN:NBN:fi:jyu-201202201213>.
- Lubinski, C. (2010). "Historical Evolution of Corporate Governance in West German Family Firms, 1960s to Present" ["Zwischen Familienerbe und globalem Markt. Die Corporate Governance westdeutscher Familienunternehmen von den 1960er Jahren bis in die Gegenwart."] *Zeitschrift für Unternehmensgeschichte* 55(2): 204-229, <https://doi.org/10.1515/zug-2010-0205>.
- Lubinski, C. (2007). "Management by Wages in Flexible Production: The Mechanical Engineering Workshops of JHH 1869-1872" ["Im Labyrinth der Löhne. Betriebsmanagement durch Lohngestaltung im Kontext flexibler Spezialisierung: Der Maschinenbaubetrieb der Handelsgesellschaft Jacobi, Haniel und Huysen, 1869-1872."] *Vierteljahrschrift für Sozial- und Wirtschaftsgeschichte* 94(3): 285-308, <http://www.jstor.org/stable/20742231>.

### Teaching Cases and Material

- Lubinski, C. "Gramophone Gone Global" (USC)
- Lubinski, C. "Rockefeller, the Empire Builder" (USC)
- Lubinski, C. and K. Nørgaard Modvig (under review). "The New Danfoss, and the Danish Variety of Capitalism." *The Case Centre*.
- Lubinski, C. and K. Nørgaard Modvig (under review). "Teaching Note: The New Danfoss, and the Danish Variety of Capitalism." *The Case Centre*.
- Lubinski, C. and G. Jones (2011). "Willy Jacobsohn and Beiersdorf: Managing Expropriation and Anti-Semitism." *Harvard Business School Case* 811-060 (rev. Sept. 12, 2011).

### Book Chapters

- Lubinski, C., V. Giacomini, and K. Schnitzer (2018) "Countering Political Risk in Colonial India: German Multinationals and the Challenge of Internment (1914-1947)." *Harvard Business School Working Paper*, No. 18-090.
- Lubinski, C. (2016) Family Legends: Timeless Stories Between Past and Present. *Family Businesses as a Phenomenon. Volume 2: Overview*, Maria Spitz, Kai Bosecker, Andrea Kambartel and Nicole Roth, eds., 43-50. Mettingen, Draiflessen Collection.
- Lubinski, C. (2015). Varieties of Capitalism [Kapitalismusformen.] *Studienbuch institutionelle Wirtschafts- und Unternehmensgeschichte*. C. Wischermann, K. Patzel-Mattern, M. Lutz and T. Jungkind, eds., Stuttgart, Steiner: 180-191.
- Lubinski, C., J. Fear and P. Fernández Perez (2013). Family Multinationals: An Introduction. *Family Multinationals: Entrepreneurship, Governance, and Pathways to Internationalization*. C. Lubinski, J. Fear and P. Fernández Perez, eds., New York, Routledge: 1-18.
- Lubinski, C. (2013). Siemens' Early Business in India: A Family Multinational's Quest for Unity, 1847-1914. *Family Multinationals: Entrepreneurship, Governance, and Pathways to Internationalization*. C. Lubinski, J. Fear and P. Fernández Perez. New York, eds., Routledge: 38-54.
- Lubinski, C. (2012). The Global Business with Local Music: Western Gramophone Companies in India before World War I. *Bulletin of the German Historical Institute* 51(Fall): 3-22.

- Lubinski, C. and G. Jones (2010). Beiersdorf's US Business and the Toothpaste Brand Pebeco [Wider dem sauren Mund. Beiersdorf's US-Geschäft mit der Zahnpastamarke Pebeco.] *Hamburger Wirtschafts-Chronik* **9**: 141-165.
- Lubinski, C. (2009). Generational Narratives in Multi-Generational Family Business, c.1950 to 2005 [Wo 'nachfolgende Generationen schaffende Arbeit verrichten'. Generationenerzählungen in mehrgenerationellen deutschen Familienunternehmen von ca. 1950 bis 2005.] *Generation als Erzählung. Neue Perspektiven auf ein kulturelles Deutungsmuster*. B. Bohnenkamp, T. Manning and E.-M. Silies, eds., Göttingen, Wallstein: 151-168.

### Published Book Reviews in Academic Journals

- Lubinski, C. (forthcoming). Review of Ross Bassett, *The Technological Indian*. Cambridge, MA: Harvard University Press, 2016. In: *Enterprise & Society*.
- Lubinski, C. (2018). Review of Daniel M. G. Raff and Phil Scranton, eds., *Emergence of Routines: Entrepreneurship, Organization, and Business History*. New York, NY: Oxford University Press, 2017. In: *Business History Review* **92**(1): 171-173, <https://doi.org/10.1017/S0007680518000120>.
- Lubinski, C. (2013). Review of Andrew Popp, *Entrepreneurial Families: Business, Marriage and Life in the Early Nineteenth Century*. London: Pickering & Chatto, 2012. In: *EHNet* (March 2013), [https://eh.net/book\\_reviews/entrepreneurial-families-business-marriage-and-life-in-the-early-nineteenth-century/](https://eh.net/book_reviews/entrepreneurial-families-business-marriage-and-life-in-the-early-nineteenth-century/).
- Lubinski, C. (2013). Review of Eleanor Hamilton, *Entrepreneurship across Generations. Narrative, Gender and Learning in Family Business*. Cheltenham, UK/Northampton: Edward Elgar, 2013. In: *Vierteljahrschrift fuer Sozial- und Wirtschaftsgeschichte* **100**(4): 487-8.
- Lubinski, C. (2013). Review of Robert Lee, ed., *Commerce and Culture. Nineteenth-Century Business Elites*. Farnham: Ashgate, 2011. In: *H-Net Reviews* (June, 2013), <http://www.h-net.org/reviews/showrev.php?id=39320>.
- Lubinski, C. (2013). Review of Katja Girschik. *Als die Kassen lesen lernten: Eine Technik- und Unternehmensgeschichte des Schweizer Einzelhandels 1950–1975*. Munich, Germany: C. H. Beck, 2010. In: *Enterprise & Society* **14**(3): 680-682.
- Lubinski, C. (2012). Review of Armin Müller, *Kienzle: Ein deutsches Industrieunternehmen im 20. Jahrhundert* [Kienzle: A German Industrial Company during the Twentieth Century], Stuttgart: Franz Steiner, 2011. In: *Business History Review* **86**(4): 846-848.
- Lubinski, C. (2012). Review of Volker Berghahn, *Industriegesellschaft und Kulturtransfer: Die deutsch-amerikanischen Beziehungen im 20. Jahrhundert* [Industrial Society and Cultural Transfer: German-American Relations in the Twentieth Century]. Göttingen: Vandenhoeck and Ruprecht, 2010. In: *Business History Review* **86**(3): 635-637.
- Lubinski, C. (2011). Review of Christian Hoyer, *Framus – Built in the Heart of Bavaria: The History of a German Musical Instrument Manufacturer 1946–1977*, Bubenreuth: Edition Framus, 2007. In: *Business History* **53**(4): 648-649.
- Lubinski, C. (2010). Review of Christian Feurstein, *Vom Familienunternehmen zur Unternehmensfamilie. Die Zumtobel-Konzerngruppe von 1950-2000*. Wien: Lit Verlag, 2009. In: *Vierteljahrschrift fuer Sozial- und Wirtschaftsgeschichte* **97**(3): 399.
- Lubinski, C. (2009). Review of Daniel Hütter, *Nachfolge im Familienunternehmen. Eszet Staengel & Ziller und Freudenberg & Co. KG im 19. und 20. Jahrhundert*, Ostfildern: Jan Thorbecke Verlag, 2009. In: *Zeitschrift fuer Unternehmensgeschichte* **54**(2): 227-8.

**Copenhagen Business School**

**BA-level**

- 2014–Present *Entrepreneurship and Global Strategy.*  
Developed and taught this BA International Business required course, examining the role of international entrepreneurship in the development of the global economy from the late nineteenth to the twenty-first century.  
– 4.9 out of 5 teaching evaluation (2014), 4.9 (2015), 4.9 (2016), 4.9 (2017)
- 2015, 2017 *Google, Ebay, Amazon: Management Challenges in Networked Businesses.*  
Developed and taught this BA Economics and Business Administration elective on platform businesses and multi-sided markets, drawing heavily on pairings of historical and contemporary cases of matchmaking firms.  
– 4.5 out of 5 teaching evaluation (2015), 4.6 (2017)
- 2017 *Strategic Management.*  
Taught this sixth semester required strategy course as a stand-in in 2017.  
– 5 out of 5 teaching evaluation (2017)

**MA-level**

- 2017–Present *Entrepreneurial Processes* (co-taught with Dan Wadhvani).  
Co-designed, developed, and delivered this blended learning course on the entrepreneurial process from idea generation to exit. The course is part of the required curriculum of the OIE Master and employs in-class studio pedagogy and online modules.  
– 4.6 out of 5 teaching evaluation (2017)
- 2017–Present *Advanced International Entrepreneurship.*  
Developed and taught this fully online elective on the MSc of Social Science program on the entrepreneurial process in international contexts, with topics including born globals, international business theory, institutional voids, CAGE framework, and international term sheet analysis.  
– 5 out of 5 teaching evaluation (2017)
- 2016–Present *Strategic Management and Innovation.*  
Developed and taught this graduate course on the required curriculum of the OIE Master, with topics including industry analysis, analysis of capabilities, business and corporate strategy, Blue Ocean strategy, entrepreneurial history, and valuation under uncertainty.  
– 4.7 out of 5 teaching evaluation (2016), 4.1 (2017)
- 2016–Present *Reimagining Capitalism.*  
Co-designed, developed, and delivered this elective (with Ester Barinaga, professor for social entrepreneurship at CBS) for the MSc of Social Science programs at CBS.  
– 5 out of 5 teaching evaluation (2016), 4.4 (2017)
- 2015 *Political Risk Management and Global Business.*  
Taught and developed this MSc Economics and Business Administration elective on political risk management.  
– 4.9 out of 5 teaching evaluation (2015)

## PhD-level

2018 *Perspectives on Time and Organization*, PhD Organization and Management Studies (5-day required seminar)

2014 *Using Historical Approaches in Management and Organizational Research*, PhD Organization and Management Studies (2-day elective seminar)

## International

2019 (Spring) *Founder's Dilemma*  
One undergraduate, one graduate section; Lloyd Greif Center for Entrepreneurial Studies, University of Southern California

*Entrepreneurial Imagination: Past, Present, Future*  
Undergraduate course merging Humanities and Entrepreneurship Studies, Lloyd Greif Center for Entrepreneurial Studies, University of Southern California

2018 *Economic Cultures of the World, Part 4—New York: Wall Street, Main Street and Back Alleys: Entrepreneurship in Transatlantic Perspective*.  
Master of Advanced Studies in Applied History, University of Zurich, 20-29 March 2018, New York City, NY

2016, 2017 *Capitalism and Entrepreneurship in the Global Economy*.  
BA and MA, International Summer School, Universidad de los Andes School of Management, Colombia (30-hour course)  
– 3.96/4 (BA) and 3.92/4 (MA) (2016); 3.98/4 (BA) and 4/4 (MA) (2017)

2017 *Historical Approaches to Business and Economics*.  
MA and PhD Kyoto University, Japan, March 13 to 17, 2017 (5-day seminar)

2017 *Entrepreneurship and Global Strategy: Case Study Teaching in Business Management and History*.  
Goettingen University, Germany (5-day seminar)

## SERVICES

---

### *Professional*

- Senior Editor of *Management and Organizational History* (since 2015)
- Co-editor (with Jeffrey Fear, Glasgow) of book series *International Studies in Business History*, Routledge (2015–2018)
- Board of Trustees, Business History Conference, 2015–2018
  - Member of the search committee for Secretary/Treasurer of the organization (2017); Emerging Scholar Committee (2013–2016); Paper Development Workshop Committee (2016–present)

### *Copenhagen Business School*

- Academic Director for the master's program "Organizational Innovation and Entrepreneurship", annual intake: 80-100 students, since 2015
- Primary PhD supervisor for Valeria Giacomini. Thesis: "Emergence of a Cluster: The Palm Oil Industry in Indonesia and Malaysia," completed 2016