Veröffentlichungen Anna Feldmann


Understanding the factors affecting employees' motivations to engage in Co-Creation in the Banking Industry (Alternus Zukunftswerkstatt)
Increasing digitalization and new technological possibilities entail substantive changes also for the working methods in the B2B environment in banking. In this context the concept of co-creation is to be mentioned. But although this concept has already been intensively investigated in the B2C sector, there are only a few research results in B2B context. This study aims to bridge the current knowledge gap and to investigate the motivation to participate in a B2B co-creation. By means of a case study and qualitative interviews, this study makes two contributions: a) it shows how co-creation is already used in practice in the B2B environment and b) it provides information on the motivation factors and the outcome from the point of view of the participants in the co-creation action. The paper concludes with an integrative model of the main motivation factors in B2B co-creation and its effects.

Understanding and Assessing the Implications of Co-Creation in the Banking Industry: A Case Study (4. GENOhackathon)
Increasing digitization and new technological possibilities entail substantive changes also for the working methods in the B2B environment in banking. In this context, the concept of co-creation and the collaboration in teams are to be mentioned. There are already many studies on teamwork, but none is directly related to co-creation activities. This study aims to bridge the current knowledge gap and investigates teamwork in co-creation projects. By means of a case study and a quantitative questionnaire, this study makes two contributions: a) it shows how co-creation is already used in practice in the B2B environment at the example of the format GENOhackathon, and b) it informs about motivational factors, perceived team reflexivity, and performance evaluation. The paper concludes with an input-mediator-output model of teamwork in co-creation projects.

A critical success factors model for intrapreneurial programs - A mixed-methods approach (Schnellboote)
Established companies have been making increasing use of intrapreneurship programs to combine the advantages of large companies with the speed of start-ups. These intrapreneurship programs are often launched as part of innovation activities, which raises the question of when these intrapreneurship programs work best. This paper examines what success means in the context of intrapreneurship and which factors influence its success. Success factors for intrapreneurship programs are developed via a mixed-methods approach that includes a comprehensive literature analysis, an interview study with twelve intrapreneurs from the Fiducia & GAD IT AG, and additional material (developed guidelines). The 5Ps (People, Program, Product, Process, and Place) for successful intrapreneurship programs are presented in a model that builds on the 3-horizons model of innovation. Classifying the 5Ps into the 3 horizons model of innovations enables recommendations to be given for managers, including how they can support the success of their intrapreneurship programs.

In Arbeit: Langfristiger Erfolg Hackathon - Co-Creation im Genossenschafts-Sektor (GENOHackathon 1-4)