

# RAINER P. Hasenauer

Vita

December 2020



HiTec Marketing Forschungsinstitut [www.hitec.at](http://www.hitec.at)  
Hitech Center, TU Wien [www.hitechcentrum.eu](http://www.hitechcentrum.eu)  
WU: Marketing Management Institute: <http://www.wu.ac.at/mm/team/hasenauer>  
Cell phone:+43 664 1609106  
E mail1: [rh@hitec.at](mailto:rh@hitec.at)  
E mail2: [rainer.hasenauer@wu.ac.at](mailto:rainer.hasenauer@wu.ac.at)

Skype: rainer.hasenauer

## 1. Education

- 1963 Qualification for University: Bundesrealschule Wr. Neustadt  
1966 Diploma, Vienna University for Economics and Business  
1972 PhD, Vienna University for Economics and Business

## 2. Academic and Professional Career

### 2.1. Academic Career

- 1967 - 1978 **Research Assistant** Institute of Mercantile Trade  
1978 - 1980 Head of Department Management Science and Operations Research, Institute of Advanced Studies in Vienna  
1992 -1997 **Visiting Professor** for “High Tech Marketing / Technology Marketing” Department of Marketing, WU-Wien  
1997 ongoing **Univ.Prof h.c.** with academic lectureship Marketing with focus Technology Marketing and High Tech Marketing mit akademischer  
seit 1998 Founder and Member of Management Board of Research Association “HiTec Marketing” ([www.hitec.at](http://www.hitec.at))  
2008-2014 **Univ.Lecturer** University of Technology, Institute of Applied Physics.  
2009-2015 **Univ.Lecturer** Innovation Marketing CAMPUS 02, Applied University Graz

### 2.2. Professional Career

- 1979 - 1980 Foundation and development of Management Consulting Ltd  
1980 Transfer of Management Consulting Ltd into CONSTANTIA Industrial Group  
1980-1989 Managing Director of the Management Consulting Group, responsible for New Business Development and New Technologies (Microprocessors, harsh environment solutions, intrinsically safe electronic equipment, robotics, models based programming ), restructuring consulting projects.  
1990 to 2002 Managing Partner of Management Consulting Company  
1990 to 1993 Chief Representative of Supervisory Board for Restructuring an Industrial Group  
2002 to 2006 Managing Partner of Trust &Value UnternehmensBeratung GmbH  
1998 - 2020 Founding Partner of TU - Spin Off's Imagination Computerservices GmbH  
[www.imagination.at](http://www.imagination.at) since 2016 <https://www.humai.tech/>  
1998 ongoing: Early Investor and Shareholder of **TTTech AG** ([www.tttech.com](http://www.tttech.com))  
2002 to 2018 Deputy Head of Supervisory Board of **FREQUENTIS AG** ([www.frequentis.com](http://www.frequentis.com))  
2018 ongoing Deputy Head of Supervisory Board **FREQUENTIS Group Holding GmbH**  
2007 to 2012 Head of advisory board **IC High Tech Europe IV** and  
2007 to 2012 Member of advisory Board **IC Europe III**  
2002 to 2015 Member of project advisory board **INITS** <http://www.inits.at/en/>  
2015 ongoing Head of project advisory board **INITS**  
2017 ongoing Member of the **Vienna Economic Cercle** [Wiener Wirtschaftskreis - WKO.at](http://Wiener.Wirtschaftskreis-WKO.at)  
2018 ongoing Member of Advisory Board „Innovation and Technology“ of Austrian Industrial Group  
2019 ongoing Member of 5G Technology Acceptance Expert Group City of Vienna  
2019 ongoing Member of Scientific Board of Research Studios Austria  
[RSA FG | Research Studios Austria FG](http://RSA.FG|Research.Studios.Austria.FG)  
2020 ongoing Member of Executive Board of Private Foundation

### **3. Activities as Guest-Teacher and Guest-Researcher**

#### **3.1. Vienna University of Economics and Business**

|             |  |
|-------------|--|
| 1967 - 1980 | Quantitative Methods   |
| 1971 - 1979 | Business Games in Marketing  |
| 1967 - 1978 | Assistance in Seminar "Trading"  |
| 1972 - 1978 | Assistance in PhD Research Seminar   |
| 1972 - 1978 | Marketing cases Studies (B2B and B2C)  |
| 1979 - 1980 | "Investment- and Finance Decisions under Uncertainty"                              |
| 1969 - 1980 | Coaching and Assistance of numerous Diploma, Master and Doctoral Dissertations/PhD |

#### **3.2. University of St. Gallen, Switzerland**

1974 Guest Lecture in Operations Research: „OR Models for optimization in selective selling policy“

#### **3.3. Institute for Advanced Studies and Scientific Research, Vienna**

##### **Own Teaching Program:**

a) Lecture:

“ Fuzzy Logic and OR Models”

“ Time Series and selected Forecasting Models”

“Decision Theory”

b) Research Seminar “Operations Research applications and Management Science ”

c) Project Stseminar “Interdisciplinary Operations Research Applications”

Focus on:

- Road Tunnel Construction and Tunnel Operation together with University of Technology in Graz
- O2- Ionizer (together with Nuclear Research Institute of Austrian Universities)
- Compliance and Hypertonia (together with Austrian Cardiology Research Group)

#### **3.4. University of Klagenfurt / Austria**

1982 - 1983 “Quantitative Methods in Marketing” Lecture

#### **3.5. Carnegie Mellon Universität in Pittsburg/PA, dep. for mechanical engineering**

1987 Working group “modelbased programming of robots”, to multilayer welding with robots (GMF) 1 week

1991 Working group “modelbased reasoning and expert systems technology” application of nexpert object (Neuron Data/ Palo Alto/CA) 1 week

#### **3.6. Vienna University of Economics and Business**

1992 to 1997 Guest Professor: “Technology Marketing and High Tech Marketing” Lecture for Master students

1997 to 2020 Honorary Professor with academic Lectureship for “Technology Marketing and High Tech Marketing”

#### **3.7. Applied University Wien**

1999 - 2002 Guest Lecture “Technology Marketing and Business to Business Marketing“

#### **3.8. University of Technology Vienna/ AT**

2008 – 2015 Technology Marketing, Project Seminar (together with Herbert Störi, S. Fuchs (until 2014), W. Schildorfer until 2015) at Institute of Applied Physics, interdisciplinary teaching together with University of Economics, Institute of Marketing Management.

### 3.9. Applied University of Technology CAMPUS02, Graz:

2009 to 2016: Marketing of High Tech Innovation (together with S.Fuchs, and W. Schildorfer)

### 3.10. Instituto Tecnológico de Monterey, Mexico.:

From Oct, 25. To Nov. 8., 2013: Research and Teaching on Transfer of Technology and Absorptive Capacity. Campus Ciudad de Mexico and Campus Puebla as part of **Erasmus Mundus Projektes REALITY**.

## 4. Memberships

### 4.1. in scientific/ industrial Responsibility

- Austrian Association of Cybernetics
- Austrian Association of Operations Research
- Austrian Association for Patteren Recognition
- Austrian Association of Eelding Technology. (to 1993)
- Member of Advisory Board for Intellectual Property Right Exploitation as representative of Vienna University of Economics and Business (1999 to 2004)
- Member of German Association of Locating and Navigation
- Member of Austrian Association for Navigation
- Member of Visiting Professors' College of Slovakian Technical University (since 2014)
- Member of Scientific Board of m-sphere des wissenschaftlichen Beirats von m-sphere Conference (since 2013)
- Member, Reviewer and Lecturer for PICMET 2014, PICMET 2015, PICMET 2016, PICMET 2017, PICMET 2018, PICMET 2019, PICMET 2020, PICMET 2021
- Member of Vienna Expert Circle of Economy (since 2017)
- IEEE Membership
- Elected Member of scientific-industrial Board of Research Studios Austria (since 2020).
- AAAS Mitglied since 2020 **American Association for the Advancement of Science**

### 4.2. Membership in Scientific Publisher Boards

|           |  |
|-----------|--|
| 1978-1980 | Social Science Annals of The Institute of Advanced Studies, Vienna (G)   |
| 1979-1982 | Zeitschrift für Operations Research Serie B "Praxis" (G)   |
| 1995-2000 | EDP magazine "Output" (G)  |
| 2016-2018 | Mitglied des wissenschaftlichen Herausgeber-Beirats der neuen Fachzeitschrift ENTERPRISE MANAGEMENT" in Polen. (G/E) |

## 5. Publications

G: German / E: English

### 5.1. Books

- (1) Rainer Hasenauer: Decision Process and Information Capacity, Doctoral Thesis, Wien 1973 (G)
- (2) Rainer Hasenauer, Fritz Scheuch: Marketing Decisions - Cases, Problems, Methods, Opladen 1974 (G)
- (3) Rainer Hasenauer (Editor and co-author): Models of computer assisted marketing planning: Research report on empirical application studies and comparison of methods Meisenheim/Glan 1977( Editor and Co-author) (G)
- (4) Rainer Hasenauer, Leopold Bednar: Numerical solution of goal conflicts in divisional organizations: application of adaptive goal programming in banking, Poeschel 1979 (G)

- (5) Rainer Hasenauer, E. Strohmeier und O. Mak: Optimization of road tunnel projects concerning construction and operation costs, Wien 1983 (Series "road research")  
Digital Version available with FSV Forschungsgesellschaft Road • Rail • Traffic via link:  
<http://www.fsv.at/shop/artikeldetail.aspx?IDArtikel=dfc43a64-f1e9-4fe2-bc46-de9363c22e26> (G)
- (6) Rainer Hasenauer, Wolfgang Schildorfer: From Innovation Stimulus to Market Entry - Theory, Practice, Methods Wien 2014 Facultas Verlags- und Buchhandels AG ISBN 978-3-7089-1255-4  
(<http://epub.wu.ac.at/id/eprint/4414>) (G/E)

## 5.2. Contribution in Books / Conference Proceedings

- (1) Rainer Hasenauer, Leopold Bednar: Solution efficiency of analytical models for optimization and sub-optimization of marketing processes subject to alternative market segmentation. in: Computergestützte Marketingplanung, Hrsg. H.P. Hansen, München 1974, S 478-515 (G)
- (2) Rainer Hasenauer, Leopold Bednar: Adaptive and Non-adaptive Forecast Models – an empirical comparison of methods in: Modelle der computergestützten Marketingplanung : Ein Forschungsbericht über empirische Anwendungsstudien und Methodenvergleich, Meisenheim/Glan 1977 (G)
- (3) Rainer Hasenauer, Ulrike Magloth: A Time Sharing Dialogue Model for phase dependent process planning by means of mean residence time distribution – an empirical application study of paying behavior in: Modelle der computergestützten Marketingplanung : Ein Forschungsbericht über empirische Anwendungsstudien und Methodenvergleich, Meisenheim/Glan 1977 (G)
- (4) Rainer Hasenauer, Leopold Bednar: Selective marketing policy with partially conflicting goals in : Marketing - Neue Ergebnisse aus Forschung und Praxis, Hrsg. E. Topritzhofer, Wiesbaden 1978, S 351-372. (G)
- (5) Hasenauer, R.: Theoretical Analysis and empirical Application of Goal Programming with preemptive priority structures, in "Multiple Criteria Decision Making", hrsg. v. H. Thiriez und St. Zionts (Lecture Notes in Economics and Mathematical Systems Vol. 130) Berlin 1976, pp 120-135. (E)
- (6) Hasenauer, R., L. Bednar: Project experiences in applying quantitative methods in marketing and sales, hrsg. v. H. Müller Merbach, München 1978 , S 243 – 258 (G)
- (7) Hasenauer, R.: Model for evaluation of effective communication campaigns concerning the prescription behavior of medical doctors (short version of project: „Statistical analysis of demand reaction with pharmaceutical products with timely limited action of therapeutic recommendations”) in: Hypertonie in Österreich, hrsg. v. F. Kaindl u.a., Wien 1979, S. 13 – 21 (G)
- (8) Hasenauer, R.: Optimization of construction and operations costs for road tunnel projects – Report on a research project in: Operations Research Proceedings 1984, Hrsg.: D. Ohse, A.C. Esprester, H.U. Küpper, P. Stähly, H. Steckhan, Berlin 1984, S. 181-189 (G)
- (9) Hasenauer, R., Aigner, W. Gervautz, M.: The Role of High Tech Marketing within the context of SME Participation in the Satellite Data Marketplace, in: Academic and Industrial Cooperation in Space Research, Conference Proceedings, 4-6- 11.1998 Wien, hrsg: D. Danesy and D. Raitt, European Space Agency 1998, S.213-219 (E)
- (10) Hasenauer, R.: „ Marketing of Knowledge “ in Alpacher Technologiegespräche, AK 6, Sept. 1999 (G)
- (11) Hasenauer, R., Legat, K., Hofmann-Wellenhof, B.: „Loran-C/Eurofix, EGNOS and Galileo activities in Austria: Conference Proceedings Conference Bonn 22./23.3.2000 der DGON ( E )
- (12) Hasenauer, R., Aigner, W., Meinhard, D. Mercer, D. Flynn, D.M. Russell P.: Institutional Framework Requirements for Effective Distributed Innovation Systems in European Space Research, in: 2nd Conference on Academic and Industrial Cooperation in Space Research, 15.-17. Nov. 2000, Graz, hrsg. R.A. Harris , David Raitt, ESA, pp. 175-182 ( E )
- (13) Hasenauer, R., Bodenstorfer, M.: “Location based Services – Business Models and Operational Areas” in: Innovationen im sektoralen Marketing, Festschrift für Fritz Scheuch, hrsg. Hartmut H. Holzmüller / Arnold Schuh, Heidelberg 2005, S.337-350 ( G )
- (14) Hasenauer, R., “Community Based Innovation and Cross Industry Technology Acceptance” in Proceedings of the Conference 3. /4. Nov. 2009, Smolenice/SK “New trends in Marketing”, Trnava 2010, pp133-146 ( E )
- (15) Hasenauer, R., Filo,P., Störi, H.:“The Marketing of High-Tech Innovation: Research and Teaching as a Multidisciplinary Communication Task” in: 1st International M-Sphere Conference for Multidisciplinary in Science and Business, Dubrovnik 4-6 October 2012, ISBN 978-953-7930-00-4, S. 157-168 ( E )
- (16) J. Jerz, B. Wilfinger, R. Hasenauer, P. Filo, M. Lazarová, T. Toroud "Market Entry of Innovative Products using knowledge acquired by materials science and engineering" zus. mit (2013), INTED2013 Proceedings, pp. 1378-1386. ( E )

- (17) Hasenauer, R., Biegl, M., Silberbauer, L., Filo, P., Orgonas, J., Weber C: "Marketing Testbeds for High Tech Innovation: The Case of Taurob Robotics", zus. mit in: Proceedings of The PICMET 2014 Conference on Infrastructure and Service integration, 27.-31. Juli 2014, Kanazawa (<http://www.picmet.org/new/Conferences/2014/>), S 1145-1168 hrsg. Dundar Koacoglu et al., Portland University, Oregon, USA. ( E )
- (18) Hasenauer, R., "Marketing Testbed Regime" in: Vom Innovationsimpuls zum Markteintritt - Theorie, Praxis, Methoden (Herausgeber und Mitautor, hrsg. zus. mit Wolfgang Schildorfer), Wien 2014 Facultas Verlags- und Buchhandels AG ISBN 978-3-7089-1255-4, S. 92 – 106 (G)
- (19) Hasenauer, R., Störi, H.: „Marketing Testbed – Plasma“ in: Vom Innovationsimpuls zum Markteintritt - Theorie, Praxis, Methoden (hrsg. Von Hasenauer R., Schildorfer W.), Wien 2014 Facultas Verlags- und Buchhandels AG ISBN 978-3-7089-1255-4, S. 136-143 (G)
- (20) Hasenauer, R., Weber, C. M., Filo, P., Orgonas, J.: "Managing Technology Push through Marketing Testbeds: The Case of the Hi-Tech Center in Vienna, Austria" in: "MANAGEMENT OF THE TECHNOLOGY AGE" Proceedings of PICMET 2015, IEEE Catalog Number: CFP15766-USB PICMET ISBN USB: 978-1-890843-32-8, edited by Dundar F. Kocaoglu, pp. 99 – 127 [http://pdxscholar.library.pdx.edu/cgi/viewcontent.cgi?article=1060&context=etm\\_fac](http://pdxscholar.library.pdx.edu/cgi/viewcontent.cgi?article=1060&context=etm_fac) ( E )
- (21) Hasenauer, R. as Partner in Dialogue for „Socio-economic Aspects of AAL“ in: Bechtold, Ulrike; Waibel, Uli; Sotoudeh, Mahshid: „Dialogbuch AAL – Dialoge zu Active and Assisted Living“, ÖCG 2016 ISBN 978-3-902580-12-2, S.157 – 201 (G)
- (22) Hasenauer, R., Gschöpf, A., Weber, C.M.: „Technology Readiness, Market Readiness and the Triple Bottom Line: An Empirical Analysis of Innovating Startups in an Incubator" PICMET 2016 pp 1387-1428. <http://www.picmet.org/db/member/proceedings/2016/data/62523-picmet-1.3249648/t014-1.3251303/f014-1.3251304/a145-1.3251314/ap145-1.3251315.html> ( E )
- (23) Hasenauer, R., Falcone, M.: "The pre-adoption process of a new technology: a percolation study of artificial skin for medical diabetes treatment." PICMET 2016 pp 3155-3174 <http://www.picmet.org/db/member/proceedings/2016/data/62523-picmet-1.3249648/t040-1.3250700/f040-1.3250701/a323-1.3250726/ap323-1.3250727.html> ( E )
- (24) Hasenauer, R., Weber, C.M., Mayande, N.: Quantifying Nescience: A Decision Aid for Practicing Managers, PICMET 2017 (Research Paper) ( E )
- (25) Belviso C., Hasenauer R., Bechtold, U.: "Socially Assistive Robots Diffusion in Elderly Care: A pre-adoption study through Agent-Based Modeling" PICMET, 20. August 2018 DOI: 10.23919/PICMET.2018.8482001 ( E )
- (26) Trepci E, Hasenauer, R.: "The Influence of Social Percolation in improving Fundraising Strategies of Charity Organizations" PICMET, 21. August 2018 ( E )
- (27) Wolfgang Schildorfer, Walter Aigner, Rainer Hasenauer: "TRL and MRL of C-ITS as lessons learnt from the Austrian C-ITS Corridor ECo-AT" in 12th ITS European Congress At: Strasbourg, France, 19-22 June 2017 ( E )
- (28) Eljasik-Swoboda, T., Rathgeber, C. and Hasenauer, R. Assessing Technology Readiness for Artificial Intelligence and Machine Learning based Innovations. In Proceedings of the 8th International Conference on Data Science, Technology and Applications (DATA 2019), pages 281-288 ISBN: 978-989-758-377-3 ( E )
- (29) Ehrenmüller, I., Hasenauer, R., Belviso, C.: Social Assistive Robots for Elderly Care: The New Efficiency in the Context of Triple Bottom Line and Digitization PICMET 2019. Portland /OR. ( E )
- (30) Eljasik-Swoboda, T.; Rathgeber and R. Hasenauer: "Artificial Intelligence for Innovation Readiness Assessment," 2019 IEEE International Symposium on Innovation and Entrepreneurship (TEMS-ISIE), Hangzhou, China, 2019. ( E )
- (31) R. Hasenauer, C. Belviso and I. Ehrenmueller: "New Efficiency: Introducing Social Assistive Robots in Social Eldercare Organizations," 2019 IEEE International Symposium on Innovation and Entrepreneurship (TEMS-ISIE), Hangzhou, China, 2019. ( E )
- (32) Tobias Eljasik-Swoboda, Christian Rathgeber und Rainer Hasenauer: „Automatic Estimation of Technology Readiness and Market Readiness by the Readiness Navigator AI“ in: Innovation durch Natural Language Processing - Mit Künstlicher Intelligenz die Wettbewerbsfähigkeit verbessern. Fraunhofer Institut 2021 (G)

### 5.3. Contribution in Reviewed Journals

- (1) Hasenauer, R., Scheuch, F.: „Performance, Service and Service Enterprise“ in: JB der Absatz- und Verbrauchsforschung 1969, H.2., S 125 ff. (G)
- (2) Hasenauer, R., Immerheiser, W. „Analysis of Document flow in Whole Sale operation“ in: Cash&Carry 1970, H. 1 (G)

- (3) Hasenauer, R., Laubach, H.: "Capacity in Business Administration – a Systemtheoretic Approach in : ZfO 1970, H4 und H5 (G)
- (4) Hasenauer, R., „Cost Accounting in Retail“, in: Mitteilungen der ARGE f. Handelsforschung, Wien 1971, H 9,10,11 und Wien 1972, H 1 (G)
- (5) Hasenauer, R., Bednar, L.: „Selective Marketing Policy and Linear Programming“ in: Der Markt 1973, H 45 (G)
- (6) Hasenauer, R., Bednar, L.: „Selective Marketing Policy and Dynamic Programming“, in: Der Markt 1973, H 47 (G)
- (7) Hasenauer, R., Bednar, L.: „A Simulation Model for Marketing Political Decisions in Banking“, in: Der Markt 1978, H 66, S 38 – 52 (G)
- (8) Hasenauer, R., Hemmerle, J.S., F.B. Prinz, F.B., Trimmel P.: „Objectoriented off line Programming of Welding Robots“ in: Sonderdruck aus Technische Rundschau 1987, Nr. 41 (E)
- (9) Hasenauer, R., Higher Data Productivity durch Data Mining, in: Der Markt 1995, H 135, S 125-27 [http://scholar.google.at/scholar?q=H%C3%B6here+Datenproduktivit%C3%A4t+durch+Data+Mining&btnG=&hl=de&as\\_sdt=0%2C5&as\\_vis=1](http://scholar.google.at/scholar?q=H%C3%B6here+Datenproduktivit%C3%A4t+durch+Data+Mining&btnG=&hl=de&as_sdt=0%2C5&as_vis=1) (G)
- (10) Hasenauer, R., Filo, P., Störi, H.: "The Marketing of High-Tech Innovation: Research and Teaching as a Multidisciplinary Communication Task" in: IJMBS, Vol.1, No 1/1 (special edition) April 2013, pp. 43-51 <https://hrcaak.srce.hr/132517> (E)
- (11) Hasenauer, R., Filo, P., Toroud, T., Orgonáš, J.: "High technology market entry phase in B2B markets: Multiple Technology Acceptance Model via Marketability criteria and social percolation" in : Science-Industry Linkage: This paper was funded by the European Territorial Cooperation Frame Program for Cross-Border Cooperation, SR-AUT 2007-2013, project code N00092, Cross-Border Hi-Tech Center.
- (12) Charles M. Weber, Rainer P. Hasenauer, Nitin V. Mayande: Toward a Pragmatic Theory for Managing Nescience in: International Journal of Innovation and Technology Management, Vol. 15, No. 05, 1850045 (2018) <http://dx.doi.org/10.1142/S0219877018500451>
- (13) Belviso C., Hasenauer R., Bechtold U.: "Socially Assistive Robots Diffusion in Elderly Care: A Pre-Adoption Study by Agent-Based-Modelling" in: Journal of Strategic Innovation and Sustainability Vol. 13(5) 2018, pp 58-75 (E)
- (14) Trepci, E., Hasenauer R.: "The Influence of Social Percolation on Improving Fundraising Strategies of Charity Organizations" in: American Journal of Management, Vol 18(5) 2018, pp 63-78 (E)
- (15) Ehrenmüller, I., Hasenauer R., Belviso, C.: "Social Assistive Robots for Elderly Care: The New Efficiency in the Context of Triple Bottom Line and Digitization", PICMET 2019 IEEE Xplore Publication: CFP19766-USB PICMET USB ISBN: 978-1-890843-40-3 (E)
- (16) Hasenauer, R., Ehrenmüller, I., Belviso, C.: „New Efficiency: Introducing Social Assistive Robots in Social Eldercare Organizations“ in IEEE-TEMS-ISIE Hangzhou, Oct, 24 to Oct, 26, 2019 (E)
- (17) Hasenauer, R., Eljasik-Swoboda, T, Rathgeber, C.: „Using AI to assess Innovation Readiness“ in: IEEE-TEMS-ISIE Hangzhou, Oct, 24 to Oct, 26, 2019 (E)
- (18) Tobias Eljasik-Swoboda, Christian Rathgeber and Rainer Hasenauer: "Assessing Technology Readiness for Artificial Intelligence and Machine Learning based Innovations" AI Conference in Prag 2019 (E)
- (19) Hasenauer, R., Ehrenmüller, I., Belviso, C.: "The Impact of CareSAR on Social Eldercare Organizations: A multidimensional approach to develop and evaluate effective assistive robots in longtime care institutions" in AASTJ (under review, 2021). (E)
- (20) Hasenauer, R., Yu, Oliver: "Innovation Marketing in the 21<sup>st</sup> Century: A Total-System Approach to Meet Future Challenges, PICMET August 2021 (E)
- (21) Hasenauer, R., Ehrenmüller, I., Belviso, C.: „Living Labs in Social Service Institutions: An effective method to improve the ethical, reliable use of digital assistive robots to support social services“, PICMET 2021 ( under review) (E)

#### 5.4. Research Projects

- (1) Hasenauer R., Bednar, L.: „Numerical Solution of Goal Conflicts in Business Divisions - Application of adaptive goal programming in banking“, Wien 1976 - Arbeitspapiere der absatzwirtschaftlichen Institute der WU-Wien. (G)
- (2) Hasenauer R., Fleck, C.M., Weber, G., Siehs, J.: „Dispersion measurement of accident-caused release of aerosols“, Forschungsberichte des Atominstutes der österr. Universitäten, AIAU 77302, 1977. (G)
- (3) Hasenauer R., Bednar, L.: „Simulation model for marketing of political decisions in Banking“, Wien 1977, Arbeitspapiere der absatzwirtschaftliche Institute der WU-Wien. (G)
- (4) Hasenauer R., Zehetner, E., Wilding F., Hasitschka W.: „Savings Bank Information- and Key Performance Indicator System“, Forschungsbericht des Institutes f. Höhere Studien 1978 (G)

- (5) Hasenauer R., Zehetner, E.: "Performance Statistics for savings banks - Prestudy" Forschungsbericht des Institutes f. Höhere Studien, Wien 1979 (G)
- (6) Hasenauer R., Bednar, L., Strohmeier E., Mayer G.: „IPIP Integrated Compound Information Program for Pharmaceutical Industry“ Wien 1979 (G)
- (7) Hasenauer R., Strohmeier, E., Mak, O., Puchinger G., Pischinger G.: „Optimization of Road Tunnel concerning Construction- and Operating Costs (Project management and expert know how“, with TU Graz, und TU, Wien, 1979 -1981) (G)
- (8) Hasenauer R., Determination of optimal number of hubs in telecommunication networks, Wien 1978 (G)
- (9) Hasenauer R., Analysis of communication processes between supplier and consumer for products with high need of explanation – a pharmaceutical case,, Wien 1979 (G)
- (10) Hasenauer R., Reither, P.: An algorithmic extension of threat analysis for power plant security, (classified, 1985) (G)
- (11) Hasenauer R., Reither, P.: A Simulation model for evacuation of urban districts in case of emergency (classified, 1986) (G)
- (12) Hasenauer R., Reither, P.: Application of extended threat analysis to evaluation of chemical attacks (classified 1986) (G)
- (13) Hasenauer R., Reither, P.: Applied threat analysis for risk evaluation of water supply stations (1985, classified) (G)
- (14) Hasenauer R., Programmable Remote Identification as a safety device in coal mining, (1987 classified) (G)
- (15) Hasenauer R., Aigner, W., Scheuch, F. Schreiber M., Sinkovics, P.: High Tech Marketing for efficiency increase of technology policy, Marketing Paper Series Nr. 11, Wirtschaftsuniversität Wien, 1994 (122 pages) (G)  
[http://scholar.google.at/scholar?q=High+Tech+Marketing+zur+Effizienzsteigerung+der+Technologiepolitik&btnG=&hl=de&as\\_sdt=0%2C5&as\\_vis=1](http://scholar.google.at/scholar?q=High+Tech+Marketing+zur+Effizienzsteigerung+der+Technologiepolitik&btnG=&hl=de&as_sdt=0%2C5&as_vis=1)
- (16) Hasenauer R., Aigner, W.: EU SPIRIT: door to door multimodal transport 1998-2000, Task leadership 6.1 and 6.2 in EU SPIRIT, 1999 (E)
- (17) Hasenauer R., VAST: GNSS Value Added Services for Transport: Contribution in phases 1,2 and 3 for 1999/2000 (E)
- (18) Hasenauer R., Hofmann Wellenhof, B. Legat, K. Aigner, W. Döller, H. Fink, G. Pfliegl, N. Garzik L., Devillers, P. Weber R.: "Feasibility study GNSS Global Navigation Satellite System - Cluster Austria" Wien 1999, Leitung zus. m., Auftragsstudie für das BM:VIT Sektion V (G)
- (19) Hasenauer R., Hofmann-Wellenhof B.: „Study for Development of Strategic Recommendations for Austria within the framework of European Satellite Navigation System Galileo,“. März 2000 (E)
- (20) Hasenauer R., Meinhard, D. Stockhammer C., Aigner W. „EU: GEMINUS \_ WP 6400 Sensitivity analysis to determine the bandwidth of prices for satellite navigation services“ June 2000 (E)
- (21) Hasenauer R., Aigner, W. Kurz, A. Leitgeb, C. Meinhard, D.: "Review of „in progress COST-Actions“ with Austrian Participation– Final Report“ Oktober 2000, Auftragsstudie BM:VIT Sektion V (G)
- (22) Hasenauer R., Hofmann-Wellenhof B., Meinhard.: „ARTIST - Design for a Testbed for GNSS and LORAN-C based Services in Austria“ in International Symposium on Location Based Services for Cellular Users, Munich, 7.2.2001 (G)
- (23) Hasenauer R., Hofmann-Wellenhof B., Meinhard D., Strohmeier, E.; im Auftrag des Bundesministeriums für Verkehr Innovation und Technologie: „Austrian Radionavigation Technology and Integrated Satnav services and products Testbed – Implementation Reference“, Endbericht, 29.5.2001 (G)
- (24) Aigner W., Hasenauer R., Kurz A., Meinhard D., Stockhammer C.  
im Auftrag des Bundesministeriums für Verkehr Innovation und Technologie:  
„Identification and Description of focused content in information technology – pre-field research for national stimulation programm for embedded systems: Identification of national FIT-IT Focuses“ Final Report, 19.6.2001 (G)
- (25) Meinhard D., Aigner W., Hasenauer R., Stockhammer C;  
Bernodorfer J., im Auftrag von European Space Agency: „EGNOS Terrestrial Regional Augmentation Network: Application Analysis Report“, Deliverable 1.1, 10.10.2001 (E)
- (26) Hasenauer R., Karl-Heinz Leitner, Wolfgang Czerny, Josef Fröhlich, Theo Gumpelmayer, Johann Jäger, Manfred Paier, Anton Plimon, Manfred Tacker, Petra Wagner, Matthias Weber, Berghold Bayer, Helmut Krünes: "Policy Document of Federal Ministry of Traffic, Innovation and Technology to strengthen SME focused activities of non-university research in Austria" April 2002 (E)
- (27) Hasenauer R., Aigner, W., Bernodorfer, J., Stockhammer, C., Meinhard D.: „IU-GMES-PRACTICE: Increased User-Involvement in EO/GMES Proposals and Practice“, Sept. 2002, ESA Auftragstudie. (E)



- (28) Hasenauer R., Störi, H.: Determinants of durability of competitive technological advantages“, Wien 2007 (Auftragsforschung für das BMWA, Wien). (G)  
[http://www.hitechcentrum.eu/www/media/de/downloads/haltbarkeit\\_technologievorteile.pdf](http://www.hitechcentrum.eu/www/media/de/downloads/haltbarkeit_technologievorteile.pdf)
- (29) Hasenauer R., Kurz, A., Schildorfer, W., Bankosegger, D.: “Deficit of technicians and selection of academic study: a explorative study and qualitative data collection of motives and causes against technical education together with feasible measures to emphasize the interest for technological and natural science education“, Mai 2008 (G)  
[https://www.fmmi.at/fileadmin/migrated/content\\_uploads/Technikermangel\\_Studie\\_01.pdf](https://www.fmmi.at/fileadmin/migrated/content_uploads/Technikermangel_Studie_01.pdf)
- (30) Hasenauer R., Störi, H., Wirth, T., Toroud, T., Schildorfer, W., Bankosegger, D., Pietzka, M., Filo, P.; „Cross Border HiTech Center“ (Projekt N00092 des Programmes der Europäischen Zusammenarbeit Programmschiene Österreich-Slowakei) Laufzeit 2011-2014 (G/E)
- (31) Hasenauer R., Schildorfer, W., Toroud, T., :“REALITY: Research Cooperation of European and Latin American Universities in Innovation Technology” (No. 372556-EM-1-2012-1-SK-ERA MUNDUS-EMA3) 2012-2014 (E)

## 6. Lectures

- (1) Hasenauer R: „Solution Efficiency of Analytic Models to Optimize Marketing Processes subject to alternative Market Segmentation“: IBM- Wirtschaftsinformatiksymposium Wildbad / D, Herbst 1973 (G)
- (2) Hasenauer R: “Theoretical Analysis and empirical Application of Goal Programming with preemptive priority structures. Konferenz “ Multiple Criteria Decision Making” in Jouy en Josas, Frankreich Mai 1975 (E)
- (3) Hasenauer R: “Dynamic Goal Programming” Arbeitskreis der Konferenz “ Multiple Criteria Decision Making” (mit R. Kalwait, Münster und F. Iano, Turin) ” in Jouy en Josas, Frankreich Mai 1975
- (4) Hasenauer R: “A Goal Programming Model for Assortment Decisions“, Universität Regensburg, April 1976 (G)
- (5) Hasenauer R: “Simultaneous Business Area Planning in Banking“, IBM Forum Sep. 1976, Arbeitskreis Bankwirtschaft. (G)
- (6) Hasenauer R: “Experiences in Applying quantitative Methods in Marketing ”, Pfingsttagung der Hochschullehrer f. BWL, Darmstadt 1977 (G)
- (7) Hasenauer R: “Formulation of Fuzzy Vectormaximum-Problems“, wirtschaftswissenschaftliches Seminar der WU-Wien, 1977 (G)
- (8) Hasenauer R: “Managerial Investment Planning of technological Large Scale Projects“, Technische Universität Wien. 1979 (G)
- (9) Hasenauer R: “Causal Analysis of Demand Fluctuations – A contribution to Compliance Research“ Universität Bielefeld, 1979 (G)
- (10) Hasenauer R: “Restructuring of Industrial Corporation” 1993 (G)
- (11) Hasenauer R: “Overhead Value Analysis“ 1993 (G)
- (12) Hasenauer R: “High Tech Marketing – Challenge to the Management” 1994 (G)
- (13) Hasenauer R: “Marketing for Investment Goods in Turbulent Markets“ 1994 (G)
- (14) Hasenauer R: “High Tech Marketing for higher efficient Technology Policy“ 1994, Technologiebeirat der Bundesregierung in Österreich (G)
- (15) Hasenauer R: “Key Factors for setting up the right Sales Strategy for high tech markets” 1995 (G)
- (16) Hasenauer R: “High Tech Marketing and Virtual Reality, PRIME Lecture 21.9.1998 (G)
- (17) Hasenauer R: “Technology Marketing“ Lecture FH Wien, Februar 1999, 2000, 2001. (G)
- (18) Hasenauer R: „Recommendations for Austrian accompanying programme to EGNOS: EGNOS/LORAN C/EUROFIX Testsystem in selected market segments in Austria“ Workshop: “From EGNOS to the European Galileo System” 14. Feb. 2000, Vienna (G)
- (19) Hasenauer R:“ „Traffic Telematics and Value Added Services, Austrian Space Forum:“ Satellite Navigation – From GPS and GLONASS via dGPS and EGNOS to GALILEO“, 10. 4. 2000 (G)
- (20) Hasenauer R: “Time durability of Innovation advantage under viewpoint of Know How Management“ Arbeitskreis 6 „Know How Marketing“ der Alpacher Technologiegespräche, August 1999 (G)
- (21) Hasenauer R:“ „Mode 2 research and Interdisciplinarity from Technology Marketing viewpoint“ in Arbeitskreis 10 „Forschung als Ware -Zur Nutzenstiftung von Forschungsergebnissen“ der Alpacher Technologiegespräche 24-26.8.2000 (G)
- (22) Hasenauer R., Hofmann-Wellenhof, B., Legat, K., : „Activities to Validate EGNOS, Loran-C und Eurofix in Austria“ in Weienstephan 2000 (E)

- (23) Hasenauer R., „Research as Commodity– Benefit of Research Results? Components of best practice: Mode 2 Forschung and Interdisciplinarity from viewpoint of aus der Sicht des Technology Marketing – PART 2 “ Technologieggespräche Alpach 23.-25.August 2001 (G)
- (24) Hasenauer R., Technology Trends and Markets in Future“, GIS<sup>2</sup> Symposium, Okt. 2002 (G)
- (25) Hasenauer R., Aigner W., Berndorfer, J., Kurz, A., Meinhard, D., Stockhammer, C. „Roles and Functions of successful Cooperations in Economy and Research from viewpoint of High Tech Marketing WU Jahrestagung November 2002 (G)
- (26) Hasenauer R., „Market and Competition“, Vortrag 18.2.2003 an TU Wien im Seminar (G) „Businessplan für technologiebasierte Gründungen“ des Außeninstitutes der TU Wien.
- (27) Hasenauer R., “Community Based Innovation and Cross Industry Technology Acceptance”, Int. Conference on “New trends in Marketing”, 3./4. Nov. 2009, Smolenice, Cyril&Method University of Trnava, Slowakei. (E)
- (28) Hasenauer R., “Marketing Testbed for High Tech Start Up’s”, 3.11.2011, TU Wien (G)
- (29) Hasenauer R., “Marketing Innovative High-Tech Products: Research, Teaching and Practice”, Economic University Bratislava, 1.12.2011 (E)
- (30) Hasenauer R., „Marketentry for High Tech Innovations: Methods and Results in B2B Markets“, INNOVMAT-Innovation Day, Wien, 14.6.2012 (G)
- (31) Hasenauer R., „Marketentry for High Tech Innovations: Methods and Results in B2B Markets“ Duo Stars Summer Academy, Haus der Industrie, 20.7.2012 (G)
- (32) Hasenauer R., “The Marketing of High tech Innovation: A Multidisciplinary Communication Task” Open Lecture at Economic University Bratislava, 3.11.2012 (E)
- (33) Hasenauer R., “Marketentry for High Tech Innovations: Methods and Results in B2B Markets with Example of Phase Change Material in building construction“, Oberwart, 16.11.2012 (G)
- (34) Hasenauer R., “The Relation between Clickstream Analysis and Metaphor Elicitation Technique in On Line Marketing” Short Presentation at “On Line Marketing Club” Workshop at Economic University of Bratislava, 11.12.2012 (E)
- (35) Hasenauer R., „Market Entry of Innovative Products Using Knowledge Acquired by Materials Science and Engineering“, zus. mit Jaroslav Jerz, Barbara Wilfinger, Peter Filo, Mária Lazarová, Tanya Toroud (Lecture INTED 2013 Valencia 3-5 März 2013) (E)
- (36) Hasenauer R., “High tech Center encouraging entrepreneurs in market entry of new high-tech products” (zus. M. P. Filo) Int. Workshop on recent developments in the world of engineering materials and related knowledge transfer into the industry, 18<sup>th</sup> March 2013, Trnava, Slovakia (E)
- (37) Hasenauer R., “Understanding the marketability criteria: A Survey with the multidisciplinary community at M-SPHERE 2013” at m-sphere conference 10.-12.Oct 2013. Dubrovnik (E)
- (38) Hasenauer R., “Market Entry for High Tech Innovation: Methods and Experience in B2B Markets” Vortrag am AIT Austrian Institute of Technology, 28.11.2013 (G)
- (39) Hasenauer R., “Management of Nescience – An Opportunity for positive Future? Lecture Seminar des Instituts für Unternehmensführung am 16.1.2014 (G)
- (40) Hasenauer R., “Community Based Innovation and Cross Industry Technology Acceptance: Market Entry for High Tech Innovation in B2B Markets”, 22.Mai 2014, STU Slowakische Technische Universität, Visiting Professors’ College. (E)  
[http://www.stuba.sk/new/docs//stu/informacie\\_o/diani\\_na\\_stu/vip\\_college/Lecture\\_2014\\_05\\_prof.Hasenauer.pdf](http://www.stuba.sk/new/docs//stu/informacie_o/diani_na_stu/vip_college/Lecture_2014_05_prof.Hasenauer.pdf)
- (41) Hasenauer R., „Marketing Testbeds for High Tech Innovation: The Case of Taurob Robotics“ zus. mit C. Weber, 28.7.2014, PICMET “Conference on Infrastructure and Service Integration” Kanazawa / Japan. (E)
- (42) Hasenauer R., Schildorfer, W. “Vermarktung von Forschungsergebnissen”, Montanuniversität Leoben, 10.12.2014 (G)
- (43) Hasenauer R., “Evocative Stimuli for future competitiveness in multi modal and IoT Logistics”, ONTEC Innovation Lab, Vienna, 22<sup>nd</sup> June 2015 (G)
- (44) Hasenauer R., “Managing Technology Push through Marketing Testbeds”, Tutorial Session at PICMET 2015 Conference 3.-6. August 2015, Portland /OR/USA (E)
- (45) Hasenauer R., “Management of Nescience – Source of Innovative Future?” Key note at m-sphere conference on Multidisciplinarity in Science and Business, Dubrovnik 22.October 2015 (E)
- (46) Hasenauer R., “A Pragmatic View to Acquisition of Innovative Technology” Keynote for Panel 7: “Mechanisms and Success Factors in Technology Acquisitions Processes” at International Innovation Networking & Technology Forum INOTEX 2016, Teheran 25. May 2016 (E)
- (47) Hasenauer R., “Effectiveness Requirements in Networks for Innovation” Keynote for Panel 9: International Innovation Networking & Technology Forum INOTEX-2016, Teheran 25. May 2016 (E)
- (48) Hasenauer R., “Marketing of Research Results” Workshop at Isfahan Science & Technology Town, Isfahan 26. May 2016 (E)

- (49) Hasenauer R., "Market Entry for High Tech Innovative Products: Methods and Experience in B2B Markets" Workshop for CENTRE FOR SCIENCE AND TECHNOLOGY OF THE NON- ALIGNED AND OTHER DEVELOPING COUNTRIES (NAM S&T CENTRE), 23.May 2016 , Teheran ( E )
- (50) Hasenauer R., "Market Entry of Innovating Start Ups - Results of Empirical Study of 57 Startups" Tech-Summit Bratislava 10<sup>th</sup>/11<sup>th</sup> May 2017 ( E )
- (51) Hasenauer R., "Marketing of High-Tech Innovation and Technology Marketing" in: 17. Innovation Table der Plattform für Innovationsmanagement, 31. Mai 2016 in Wien ( G )
- (52) Hasenauer R., „Impact of Digitization on Labor Market in Austria fort he next 5-10 Years“ Wiener Wirtschaftskreis, 19.März 2018 ( G )
- (53) Hasenauer R., "Social Assistive Robots in Elder Care: Pre-Adoption Analysis and Living Lab", Distinguished Lecture, IEEE Hawaii. 22. August 2018, Hawaii, USA ( E )
- (54) Hasenauer R., "The influence of social percolation in improving fundraising strategies of charity organizations." PICMET 2018 Conference 19<sup>th</sup> to 23<sup>rd</sup> Aug. Honolulu, Hawaii, USA ( E )
- (55) Hasenauer R., „Digitization–ROBOTICS–body–home–life?“, 8.Okt.2018, Wels, Österreich ( G )
- (56) Hasenauer R., "Start Up Incubator Brain Gain to mitigate Youth Brain Drain" Panel 2 Bosnia & Herzegovina Economic Forum, 2019, Sarajevo, 25th February 2019 ( E )
- (57) Hasenauer R., "3D PRINT TECHNOLOGIES - Managerial Implications in the light of Time to Market, Innovation Half Life and RoI." WU Wien Alumni 19th March 2019 ( G )
- (58) Hasenauer R., "Human Care and Digitization" Workshop Wiener Wirtschaftskreis 20. März 2019
- (59) Hasenauer R., BIT Offensive: "MARKET READINESS FOR INNOVATIVE PRODUCTS & SERVICES" Hernstein, 11. April 2019 ( G )
- (60) Hasenauer R., „From Idea to Innovation: Readiness-Navigator and Risk Monitoring of Innovationsprocesses in Public Digital Administration“ ADV e-government Konferenz 2019, 27.6.2019 Wiener Rathaus Steinsaal ( G )
- (61) Hasenauer R., "Post-quantum Encryption & One Time Pad" Wien, Ektakom, 6. Okt. 2019 ( G )
- (62) Hasenauer R., "New Efficiency: Introducing Social Assistive Robots in Social Eldercare Organizations" at IEEE-TEMS-ISIE Conference 2019 at Hangzhou/China on "International Symposium on Innovation and Entrepreneurship" Oct.23-25, Hangzhou, China ( E )
- (63) Hasenauer R., „Digitalisierung and COVID-19: "Impact on the Labor Market in Austria" 30.10.2020, , Wien ( G )